



Cooperation in Broadcasting



REPORT

"Cooperation in Broadcasting"



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Malmö Högskola – Orkanen

17th May 2012

REPORT OF THE MEETING

CIRCOM Regional has several pending projects in order to enhance the level of co-production and collaboration among members. The CIRCOM coproduction database available on the CIRCOM's website is to be updated regularly with pending project and new projects as well... It is foreseen that within the two coming years, several concrete project would be developed and produced.

During the Cooperation in Broadcasting session at the occasion of the 30th CIRCOM Conference in Malmö on the 17th May 2012, there was a round table discussion about the possibilities to enhance the level of co-production and collaboration among members. A round up of pending project was made in order to use it as case studies.

Several important decisions were taken by the European Board on the 16th of May. First, the European Board accepts and encourages that the cooperation and coproduction under the CIRCOM umbrella could be developed by limited circles of members. One important condition is that the results of the envisaged cooperation should allow all CIRCOM members to benefit of the produced programs in order to have the possibility to broadcast it free of charge. Some support for the exchanges, translation and subtitling or dubbing should be envisaged as well. A second decision is to encourage CIRCOM to develop partnership with European Authorities.

One of the possible way to grow up the level of cooperation is indeed to get International and European support and fundings for such kind of projects. CIRCOM had the pleasure to host the head of European Parliament Audiovisual Unit Fernando Carbajo Ferrero who explained the philosophy of the new call of proposal of the European Parliament which was just released on the 16th of May 2012. CIRCOM had the advantage to host as well a member of the Direction of Audiovisual of the European Council, Alun Drake, who had the occasion to develop the way they may support development of projects.

Alexandre Pletser who is specialized in coproduction, cofinancing and cooperation in RTBF, EBU, CIRCOM, URTI, among others, explained the basics of the submission of such kind of projects to the International and European Institutions. It is obvious that some conditions explained by the estimated guest to be granted by these authorities could impose to gather limited circle of members able to fulfil the conditions such as involment in the required volume of production and broadcasting, financial capacities to bear some percentages of the costs, legal capacities to manage external fundings etc...

Some tracks of possible fundings opportunities were envisaged. I.e. of course the call of the European Parliament, the proposal of the Council of Europe, but also the Life+ funding opportunities of the DG environments of the European Commission, the Youth and Culture program of the European Commission, among others... In conclusion of the session, the panel proposed to answer to the partnership proposal of the European Parliament on the 15th of June. This partnership will cover the period 2012/2015, and would allow CIRCOM to develop several annual projects in the framework of this partnership during three years.

Practically, four projects were analysed as case studies and discussed by the panel. The conclusion is that some of them have serious possibilities to be driven to concretization. After further analysis by the Executive Committee

seconded by had hoc experts and/or working groups, the projects will be published in the CIRCOM coproduction database, in the "Join Me" or "Use me" section.

Summary of the four projects :

CITIZENSHIP.CIRCOM.EU is a television project that aims to exchange and broadcast a collection of items by CIRCOM members in existing or purposely created magazines, current affairs or news reports; these items would be made available free of charge to all members for broadcasting. The editorial approach is to stimulate understanding of and discussion on the European citizenship in all its aspects, in total editorial independence, by producing and broadcasting the series. The stories are meant to be local and global: they shall have a local starting point but also provide a global dimension, in order for the public to be empathetic and thus to raise awareness across borders. It is proposed that at the end of the process, the topics shall be about the European elections of June 2014, in its broad meaning, and its positive impact on citizenship, in each participating regions.

***Status :** project ongoing. The project would be developed in order to be submitted to the call of the European Parliament on the end of October 2012. Some partners had declared their interest during the Malmö Conference or some days after. Some other partners were contacted by Aleandre Pletser. The partnership is still open to newcomers till the submission to the Parliament. Dead line to join the project is **September the 15th 2012**. CIRCOM will choose the final partners according to the condition of the call of the European Parliament.*

ECOLOGICAL PROJECT is a television project that aims as well to exchange and broadcast a collection of productions by CIRCOM members in various formats, documentaries, existing or purposely created magazines, current affairs or news reports; these productions would be made available free of charge to all members for broadcasting. It is proposed to gather interested members in some working groups to envisage the topics which could be treated in this project... The general framework of the editorial approach would focus on the European dimension of environmental protection in its aspects of consumption, not only by producing and broadcasting series, but also by organizing public screenings and debates. It is recommended that the participating CIRCOM members find agreements with local associations of their region acting in the fields of environmental protection in its aspects of consumption.

***Status :** project ongoing. The project would be developed in order to be submitted to the call of the Life + Program of the European Commission on **september the 26th 2012**. Some partners had declared their interest during the Malmö Conference or some days after. Some other partners were contacted by Aleandre Pletser. The partnership will be kept open to a second circle of newcomers. CIRCOM will choose the final partners of the first circle according to the condition of the call of the European Commission.*

EUROPEAN MUSIC CONTEST is a television project that aims to exchange and broadcast a collection of music videos made in the regions of CIRCOM members. Musicians and bands/orchestras that are not signed with a record label make their own music videos. Every station that participates in the project would be responsible for finding and delivering one video regularly. Viewers and/or representatives of musical industry could vote through social media, internet, twitter and facebook, and we get an European top 10 every week. This is an obvious late night or internet programme and could easily be done with small means.

Status : *the project will be published on the join me section, in order to raise interest amongs CIRCOM members. If enough members show interest, CIRCOM will gather a working group to develop it. Alexandre Pletser will pay attention on the possibilities to find external financing for thiks project.*

CULTURAL ROUTES – PATH ACROSS EUROPE is a proposal from the Council of Europe for the production in the CIRCOM framework of a series of twelve 26-minutes documentaries. The Cultural Routes programme, started by the Council of Europe in 1987, is intended to highlight various aspects of the European heritage through some ancient and some more modem North-South and East-West routes across the Old Continent. The Council of Europe’s cultural routes showcase the extraordinary diversity of living cultures in Europe. The idea behind this series of films is to offer twelve 26-minute European “journeys” on themes and between places which, each in its own way, are the inspiration and lifeblood of twelve cultural routes which could be selected to be “revisited” from among the 29 official routes identified by the Council of Europe. The objective is to take viewers, particularly young people, on a voyage of discovery of the cultural heritage on their own doorstep. As well as being in television format, these documentaries may use different media, making them true trans-media works. interactivity will effectively be a vital aspect of the project, which will involve video platforms, web documentaries, etc. Clearly, this project, conducted in partnership with the European Institute of Cultural Routes, in Luxembourg, is a wide-ranging and ambitious one. In terms of production, everything remains to be set up, and the money needed for this must be found. It seems that some kind of pooling of resources for production is conceivable, as well as a very wide distribution of these programmes among CIRCOM members.

Status : *the project will be published on the join me section, in order to raise interest amongs CIRCOM members. If enough members show interest, CIRCOM will gather a working group to develop it. Thre Council of Europe declared during the Conference in Malmö that they could give a financial support for the developpment of the project.*

Alexandre Pletser

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