



**Doing it better
Spending less!**

5-7 May 2011
Hotel Timisoara, Romania

29th

Annual Conference

TIMISOARA

Welcome



Gheorghe Ciuhandu
Mayor of Timisoara

Welcome to Timisoara!

It is an honor for Timisoara to host the 29th Circom Regional Annual Conference, and a great joy for us to be on the European regional televisions' map.

I hope that this event is a good opportunity for you that are present in Timisoara these days, to mix harmoniously work, and free time.

Regarding the city, I am sure that you will discover and fall in love with Timisoara because our beautiful and historical city has a lot to offer, and I let you to find out all its marvels. I can only add: welcome to Timisoara, enjoy this city and, why not, come back as soon as possible!



Constantin Ostaficiuc
President of
Timis County Council

As president of Timis County Council I am honored that Timisoara is hosting this annual conference of the European Association of Regional Television.

Today, in an era of multiculturalism and Europe of the regions, the impact of mass-media is increasingly higher on communities and on intercultural communication. I therefore congratulate TVR and TVR Timișoara for organizing this important event.

This conference is a great opportunity to promote Timisoara and the region of Banat.

I am confident in the success of this conference and I wish all the participants a fruitful gathering and discussion.



Welcome

Welcome from the Chairman and CEO, TVR



Alexandru Lăzescu
Chairman and CEO
Romanian Television

Dear colleagues and friends,

On behalf of Romanian Television it gives me great pleasure to welcome you all to Timisoara, Romania for the 29th Annual Conference of CIRCUM Regional.

Romanian Television has hosted the CIRCUM Annual Conference in Iasi, back in 1994; it was for the first time that CIRCUM went to Eastern Europe, as well as it was a beginning for TVR as a member of the organization.

17 years later, we are welcoming CIRCUM back to Romania, to Timisoara. A lot has changed since 1994: people, places, economy, journalism, television have all changed.

Still, there are things which haven't changed since 1994 and which will stay the same in the future years: our commitment to public service television mission and role, to real journalistic values, to partnerships across Europe, to excellent training and to the recognition of the best European regional TV productions, through Prix CIRCUM; these skills, support and recognition of values is what CIRCUM is offering to its members.

There is also something else which hasn't changed: our warm hospitality, which you will discover during your stay in Timisoara. We do hope that you will come as a visitor and leave as a friend.

Once again, welcome to Timisoara, welcome to Romania!

Welcome from the President of Circom



Michael Lally
President
CIRCUM Regional

First, may I welcome delegates to the wonderful city of Timisoara and thank TVR for its kind and generous support of this year's conference.

We gather to look forward to and help plan a future at a time of great uncertainty. Political, economic and regulatory uncertainty are the everyday backdrop of our working lives in regional television. In the midst of this, we are all forced to question what we are about, what is our function and what is our future.

This year we focus on our basic, every day work in regional television. There are two key elements to our analysis. Both are of equal importance. One is about producing our output in the most efficient way possible. The other is to do with keeping ourselves relevant to our audience. As we arrive in

this ancient city, let us be clear on the issues we need to address and the outcomes we desire.

It is also a time of great debate for Circom. During our conference, we will elect our new General Secretary. We have already completed work on our strategic plan and I hope to use this occasion to open the dialogue on the best way forward. Our strength will be working together as a team.

From training to our senior executives' summit, we have many innovations at this year's conference. The Prix will again be one of the highlights that will form the backdrop to our Timisoara gathering.

However, we are engaged with serious issues that must be addressed in a "solution" approach. Let us dedicate this conference to finding answers to complex issues in an enjoyable atmosphere in the company of dedicated professionals.

Let there be thorough debate.

Kind regards and welcome

Thursday 5 May: Plenary, Athens Room

9.30am Welcome to the conference

Michael Lally, President of Circom, welcomes delegates and sets out the main tasks of the conference. David Lowen, conference organizer adds details of what is happening and when.

Welcome speeches from TVR and regions.

9.45am Doing It Better, Spending Less

Bob Collins, formerly Director General of RTÉ and now chief executive of the governing body of Irish broadcasting, chairs a debate on the key theme of the conference. This follows the Management Summit yesterday at which senior executives discussed the main issues facing regional broadcasters. Those taking part will include Alexandru Lăzescu, Chairman and CEO of TVR but all delegates will contribute, ask questions and, hopefully, offer solutions.

12 noon A Strategy for Circom Regional

How might the issues facing regional television, impact on how Circom might serve its members and contribute to their future and growth? Michael Lally, President of Circom, chairs as Gerard Schuiteman, Boris Bergant, Acting General Secretary, and the new General Secretary – elected on Wednesday - set out strategy themes discussed by the Board. All delegates are invited to contribute to the next stage of the strategy preparation.

1pm Lunch

2pm News Summit and News Exchange workshop

A new journalism may flourish in the wake of political developments in North Africa and the Middle East, so it is a good time to re-visit the “news exchange” roots of Circom. Joe Reddington, Deputy Editor Nuacht at TG4 Galway, sets out the opportunities for exchanging news between Circom member stations to enhance station output and improve service to viewers.

5pm Close of session

Thursday 5 May: Workshop, London Room

2pm Focus on Central Europe

What is happening in the fast-changing and challenging broadcasting landscape of Central Europe? Representatives of MTV (including MTV Szeged and Hungarian independents), RTV Vojvodina, TVR, TVP, RTVSlo, CTV, STV, ORF and others have been invited. This session will appeal to all who work in or with stations in Central Europe. Zoran Medved, RTVSlo Maribor, chairs.

3pm Coproduction and Exchange

Alexandre Pletser, of RTBF Brussels, sets out ways in which Circom stations can work more closely together to create new and better programmes and also save money: the “top value” solution for survival, growth and public service.

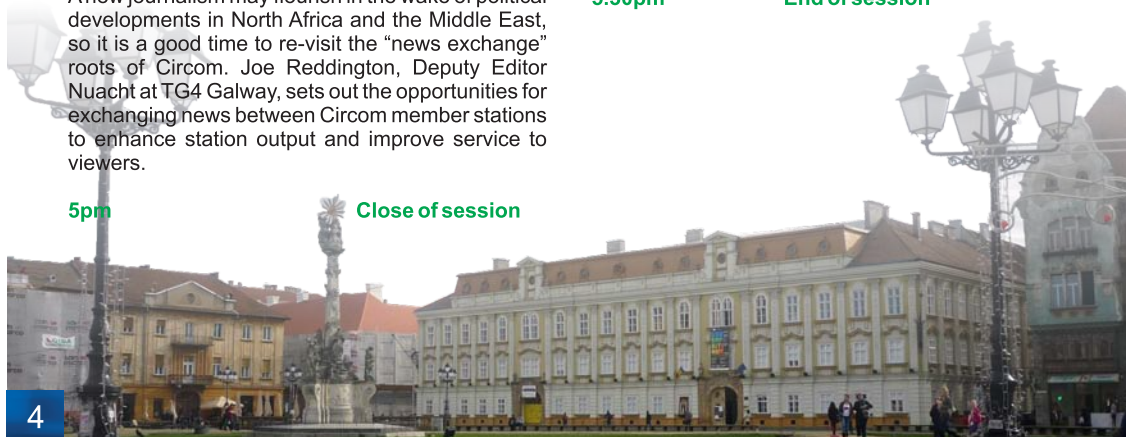
3pm Results of the Circom coproduction survey

3.15pm Regional exchange platforms and possible links through Circom's exchange future new platform, with guests from Nordvision, ERNO, RAI

4pm Projects: ETVN (RTBF/EBU/Circom) Balkan Seven EU project (RTBF/RAI/TVV/ERNO) Danube (TVR) Euromagazin (HRT/TVSlo) Sortir l'Europe de la Crise (RTBF/TV5/EP)

4.45pm Questions to Cine Regio and further project proposals from member stations

5.30pm End of session



How Nuacht TG4 exploits news exchange projects



Nuacht TG4 Ireland is a partner in two news exchange projects and we encourage all Circom members to attend the News Summit and News Exchange session, Athens Room Thursday, 2pm.

The first exchange is with BBC Alba, the gaelic channel in Scotland. Each week, one news item is exchanged between Nuacht TG4 and the An Là daily news programme on BBC Alba. The exchange is by FTP, and scripts are exchanged in English: Nuacht TG4 subtitles the BBC Alba item into Irish, while BBC re-voices the TG4 item into Scottish gaelic. The item is broadcast each Monday on Nuacht TG4.

Editorially, the selection of items is guided by political, cultural and geographical issues which we feel would resonate with the BBC Alba audience. While there are great similarities of language and culture, the political and historical differences are substantial. The items are regularly the subject of positive feedback from audiences, and for an Irish audience offer a glimpse of the life and times of our neighbours in Scotland.

We also take part in a seasonal news exchange though WITBN, the World Indigenous Television Broadcasters Network, of which TG4 is a member. This is an organisation bringing together television stations in Asia, Africa, Australia, Europe and North America, all of whom deal with minority indigenous cultures in their countries.

The 13 episode series, Indigenous Insight, is produced and presented for WITBN by Maori Television of New Zealand. Members offer news items from their output. See: <http://www.witbn.org/index.php/ii-indexuse/item/101-episode-02/2>

A third series is planned for 2011, and there are talks underway to offer more regular news exchanges, including on a daily and on an ad hoc basis.



Circom plans new platform for programme coproduction and exchange

The Exchanges and Coproductions' session, London Room Thursday 3pm, will at last unlock the results of the survey about these matters addressed in 2010 by Circom to its members.

We can say already that the first results are in favour of development of programme exchange and coproduction. Nevertheless, Circom has to find new flexible solutions to satisfy most of its members, in order not to penalise members who want to advance but also not to adversely affect members who face restrictions.

During the session, guests will explain the existing regional exchange platforms they use and analyse the possibilities to link such structures within the framework of Circom's new exchange platform. Guests are expected from Nordvision, RAI, and from HRT, which runs the existing Circom exchange platforms.

In a pragmatic way, we will hear about current projects which could benefit Circom's new Exchange and Coproduction platform and discuss which structure Circom should put in place to develop the coordination of these projects.

During the following days of the conference, the Circom Exchange and Coproduction working group will coordinate separate meeting for discussions about the project presented in the session.

Thursday 5 May: Prix Circom Gala Awards

All delegates, award winners and commended, award sponsors and judges are welcome to an evening of celebration of regional television production.

- 7pm Leave Hotel Timisoara by coach
- 7.15pm Arrive at Chamber of Commerce Craft Hall for drinks reception
- 8pm Prix Circom Awards, presented by David Lowen, President of the Prix Circom and Irina Pacurariu, TVR. Music from the Philharmonic Orchestra of Timisoara.
- 9.15pm Gala Dinner at the invitation of TVR

Circom thanks the sponsors of the Prix Circom

France Télévisions (France 3), SVT, BBC, TG4, RTVSlo, TVR, TVP, ERT, the Dutch Cultural Media Fund, SES-Astra.



David Lowen
President,
Prix Circom

Prix Circom: Watch the best programmes and meet the winners

This conference gives delegates every chance to watch the best programmes made in the regional stations of Europe – and meet the producers, directors, cameraman and reporters who have made them. It's the simplest and fastest way to find programme ideas to take home for your station.

The Gala Awards (Thursday evening) are the showcase for the top talent of regional television. The winners of the categories will collect their awards and the winner of the Grand Prix will be announced. TVR Timisoara will broadcast a live programme on TVR3.

New this year: the "commended" in all but one category are invited to attend the conference free, as well as the winners. So, welcome all of you.

There are two new categories. The first is The Rising Star Award, sponsored by TVR in memory of our colleague Vanda Condurache from TVR Iasi, and the other is a Social Interaction and Viewer Support category proposed and sponsored by SVT Sweden.

There are workshops and viewings (Friday, Saturday) inspired by the Prix. All the Prix entries are also available to view in the Télétheque (Paris room).

This year there were almost 160 entries, 40 more than last year. The judging was in Fredrikstad as the guests of NRK Ostfold Norway. A review of each entry is in the Prix Report.

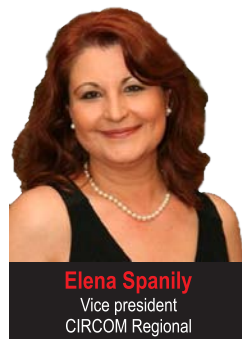
Rising Star Award and Vanda Condurache

The new Rising Star Award is a homage to our departed colleague and friend, Vanda Condurache, who tragically died on her way to a Circom Conference four years ago.

Vanda meant a lot for Circom, as CIRCUM meant a lot for Vanda. She was a producer, trainer and jury member; she believed in the Circom professional value and she cherished the famous "Circom Spirit". It seems only natural for Circom and TVR to honour Vanda Condurache's dedication, not only to journalistic values but also to moral ones.

The Rising Star Award recognises those values she promoted: talent, courage, imagination, inspiration, knowledge, respect for the audience.

Vanda's entire life and career represented a model of integrity and professionalism. We in TVR are happy that, through this new award, it will be recognized as such by young journalists all over Europe.



Elena Spanily
Vice president
CIRCOM Regional

Friday 6 May: Plenary, Athens Room

9.30am Social Interaction workshop

Hanna Larsson, of SVT, explains why service to viewers does not end with a programme transmission as regional stations seek ideas to get closer to their audience. We hear about the BBC Yorkshire "Symphony for Yorkshire" - winner of the Prix category, sponsored by SVT.

11.30am Coffee break

12 noon Grand Prix: Meet The Winner

The winner of the Grand Prix was announced at the awards gala. Find out more about how the winning programme was made and who made it. David Lowen, President of Prix Circom, chairs. The sponsor of the Grand Prix is SES-Astra.

1pm Lunch

2pm The Best Magazine Programme

Most regional stations have a magazine programme but how good are they at winning today's audiences and satisfying viewers? Is your magazine in need of an overhaul? Meet the winner and commended in the second most popular category after Documentary. The category sponsor is TVP.

3pm The Best Video Journalist

Video journalists can add quality to regional news output. But the job requires a strong mixture of a camera operator's eye and a journalist's inquiring mind. Find out how to be successful by meeting the winner, Nicola Rees of BBC Yorkshire, and commended in the Prix category.

4pm The Best Fiction/Drama Programme

Regional stations need to spend wisely and think creatively to achieve quality regional drama. Tight budgets mean no money can be wasted. Find out how your station might make drama and view the winning entry from NDR Hamburg. Máire ní Chonlain, from sponsoring station TG4 chairs.

5pm End of session

Friday 6 May: Workshop, London Room

9.30am Documentary workshop

Crafted documentaries are a genre under threat from spending cuts, the changing pace of viewing and the way video is consumed. How can creativity and quality in regional documentaries flourish? Documentary makers have attended a Circom training course before the conference. Tony O'Shaughnessy, ex-BBC, ran the course and chairs this session. He introduces the winners of the Prix Documentary category, from TG4 Galway. This session must interest all who value the unique nature of regional production and broadcasting. The Documentary award is sponsored by the Dutch Cultural Media Fund, which supports good documentary making.

11.30am End of session

2pm The Most Original Programme

Find a new type of programme or, at least, one which is a bit different to the others by hearing from BBC Scotland, winner of the Prix category, and the commended producers. Category sponsors are RTVSlo.

2.30pm Vivre l'Europe

Meet the winner of the Vivre l'Europe category, sponsored by France TV (France 3) and hear how the winning entry, Euphoria, from MTV Pécs, Hungary, was made.

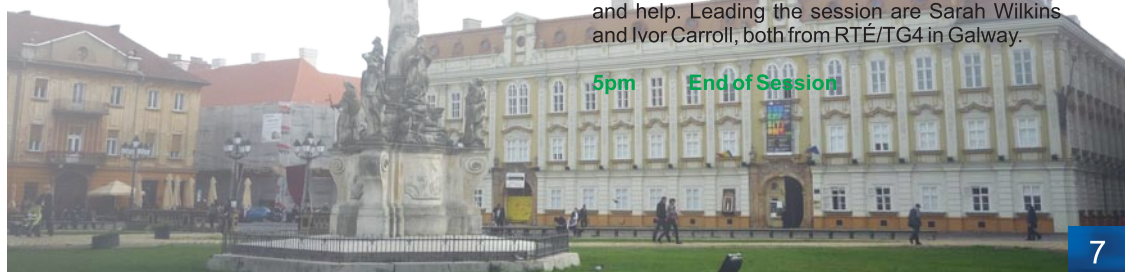
3pm The Best Sports Programme

What was the best regional sports programme in a year in which a European country won the football World Cup and as we look forward to year with an Olympic Games in Europe? Meet the winner and the commended producers in the Prix category sponsored by ERT3.

3.30pm Ideas Bazaar

This is where we join together and trade ideas, big or small, to help each other. It could be a faster way to send pictures back to base, or a slick new way to improve programme presentation, or...well, anything you like. Listen, watch, learn, speak, show and help. Leading the session are Sarah Wilkins and Ivor Carroll, both from RTE/TG4 in Galway.

5pm End of Session





Gerard Schuiteman
Managing Director
Stichting Roos, Holland

Circom: Creating a New Strategy

We may assume all Circom activities like the annual conference, training, Prix and other projects have value for the individual stations. But does every station know how much it is paying and what it is paying for? Only if it does can it justify the money spent on Circom.

And has every station had the opportunity to indicate its needs and expectations of Circom to those who run the organisation on our behalf? Or put it the other way around: does Circom know what the needs and expectations are of the individual members?

In 2011, Circom has to create a new vision. Choices have to be made about what Circom should and can deliver in the future. This vision has been discussed by the national co-ordinators of the member broadcasters during the Board meeting in Timisoara. Now all delegates should hear what the vision document

states and offer further views (Athens room, Thursday, 12 noon).

Taking into account your comments, the Executive Committee will prepare a Strategic Plan 2012-2015 to be approved by the European Board in November 2011.



Karol Cioma
Circom Training
organiser

Training: 20 Years of the Television Journalism Course at the Circom Conference

Circom training is at the heart of activities for its members. In Timisoara, a workshop for young television journalists has taken place before the conference - the 20th occasion such a course has been held.

Young journalists learn what makes interesting and balanced television news reporting. They are supported by a multi-national team of trainers and technicians who teach the best way to interview, deliver stand-uppers, how to tell a story through pictures and how to write to pictures in a concise and clear way.

The trainees produce a story in Timisoara that will also interest to their own audiences back home. They work with trainers to produce the stories which will

be show-cased (Athens room, Saturday 1030am).

Television journalism was the first Circom training activity. It has developed to match the needs of its member stations and Circom now has a comprehensive timetable of training throughout the year. In June and July, the Circom European Summer Academy takes place in Nuremburg for television and video journalists. In Budapest in October, a two-week course for video journalists is held and, in January, Circom provides a Training for Trainers course, allowing stations to send their leading professionals to the UK to learn the skills needed to train in their own stations.

As well as formal training, Circom organises one-off workshops for the benefit of members, such as those for Documentary production and the Senior Managers' Summit, both held here in Timisoara just before the conference.

Télétheque: Viewing all the best programmes

You are invited to view the Prix entries in the Paris room, open all day Thursday and Friday and until lunchtime on Saturday. The ideal way to view winners, commended – and all other entries.

Saturday 7 May: Plenary, Athens Room

9.30am The Rising Star Award: How To Be a Success in TV

What does it take to be a success in television? We hear from Spas Kyosev, BNT Sofia, winner of The Rising Star category, on the struggle to build a career, when still aged under 30. Leading the session: Anita Bhalla, BBC and responsible for Circom's training strategy, and Dan Ratiu, of TVR Timisoara, chair of The Rising Star category, sponsored by TVR.

10.30am Trainees: The Future of Regional TV

Trainees who have been hard at work for more than a week, show what they have done – and say how they see their future: always a fascinating and inspiring session. Karol Cioma, organiser of Circom's training, and trainers try to keep control.

11.30am Circom Annual Meeting

Training. Prix. Coproductions: the lifeblood of Circom. But what else has it done and what might it do for its members and for regional television. All delegates are invited to have their say. Claudio Cappon, Vice President of the EBU, speaks on Europe's television issues. The President, Michael Lally, is in the chair.

12 noon Closing Ceremony

The President chairs the final session, summing up the main achievements and memories of the conference and thanking TVR, our hosts. We look ahead to the conference in 2012.

12.30pm End of conference sessions

Relax when you are not working

TVR is delighted to invite all delegates to be its guests at the following events to celebrate your time in this wonderful and historic city for the occasion of the Circom Conference.

Wednesday 4 May: Welcome reception at the Art Gallery in the beautiful Piata Unirii (please meet in the lobby of the Hotel Timisoara at 7.30pm)

Thursday 5 May: Prix Circom Gala reception, show and dinner in the Craft Hall of the Chamber of Commerce (please meet in the lobby of the Hotel Timisoara at 7pm)

Friday 6 May: Dinner party at Giroc Restaurant, with entertainment (please meet in the lobby of the Hotel Timisoara at 7.30pm)

Saturday 7 May: Excursion, lunch and wine tasting at Recas Vineyard (please meet in the lobby of the Hotel Timisoara at 1pm)

Please listen and watch for any changes in this timetable





Improving the quality of regional documentaries

Before conference, a two-day documentary workshop was held in Timisoara. Documentary makers from across Europe attended, representing countries from Hungary to Ireland, Romania to Norway.

The objective was to give delegates an insight into the different approaches to documentary production that other programme-makers are successfully using. The delegates shared production experiences, story-telling techniques and longer-form camera/edit skills.

Delegates were encouraged to bring work in progress, previous programmes and to bring along ideas for the future. There was an opportunity to view and discuss previous Prix Circom documentary category winners.

As well as providing a tool-kit of useful techniques in programme production, the workshop was intended to be motivational - inspiring delegates to take risks and create exciting documentaries that can captivate and entertain our audiences.

The documentary workshop was made possible by support from Circom and the Prix Circom Documentary Award sponsors the Dutch Cultural Media Fund, represented by John Appel, an award winning documentary maker from the Netherlands.

The workshop content and achievements will be shared in a special session (London room, Friday 9.30am) and there will be an opportunity to watch some of the best documentary entries for this year's prize.



The Senior Executives' Regional TV Summit

There has been a Summit of senior regional television executives, station heads and network leaders taking place in Timisoara on the day before the Conference formally starts.

For the first time, Circom Regional has brought together senior professionals from the regional television community to focus on the present and future of regional television and public service broadcasting in Europe. The managers have been sharing information on the current state of regional television in different countries, exchanging ideas and discussing the challenges.

Much of what has been said will prove an important guide for the future actions of Circom Regional.

The Summit was chaired by Bob Collins, chairman of the Broadcasting Authority of Ireland, the state regulatory body for all public funded and commercial radio and TV in the Irish Republic. Bob is the former director

general of RTÉ, the Irish national public service broadcaster. For many years he was a leading member of the EBU.

The Summit was "by invitation only". However, those taking part will – under Bob's guidance – share thoughts with all delegates on Thursday morning (0945 to 1200, Athens Room) in the keynote discussion session ***Doing It Better, Spending Less***.

Timisoara

Timisoara: Landmark City in Romania's History

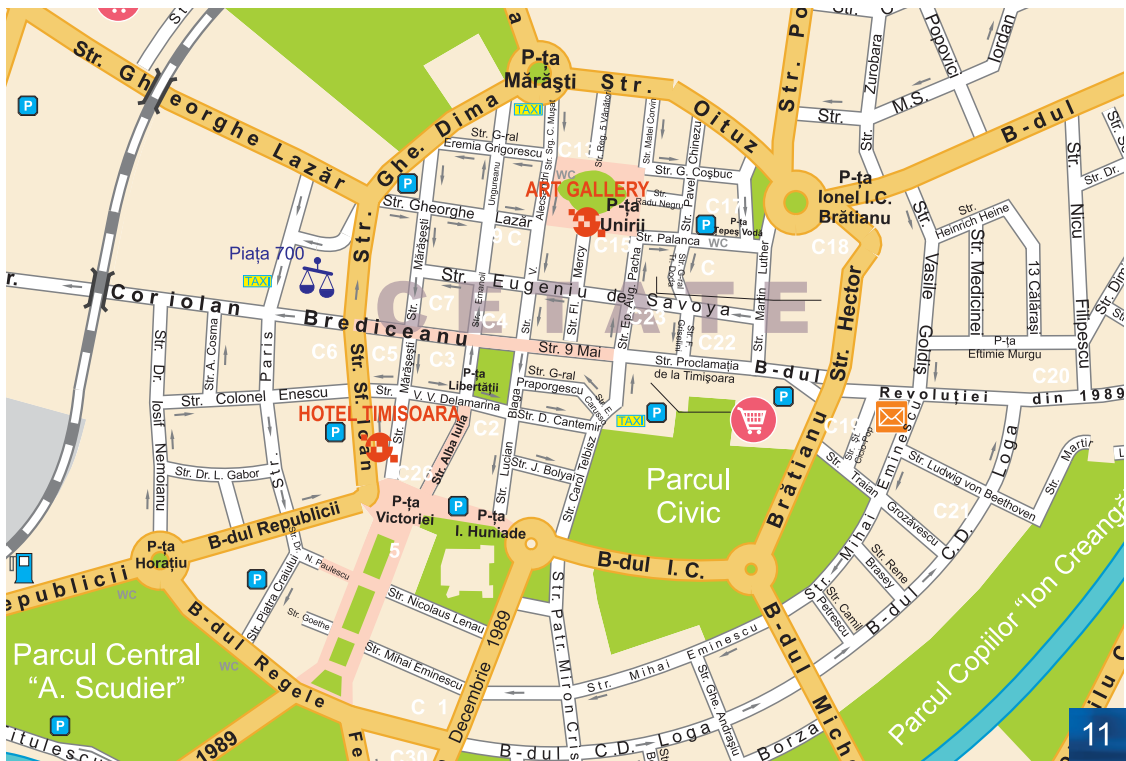
In 1989, Timișoara created a landmark of Romanian history as it pioneered the anti-communist Revolution. This made it front page news and seen on television screens throughout the world.

Timișoara is one of the biggest cities of Romania and an important economic and university centre, with a population of more than 350,000. It has been shaped by various cultures and civilizations. Turkish rule began in 1552 and lasted until 1716, when the city was conquered by Habsburg troops. Now it is famous for its multicultural life with Romanians, Hungarians, Germans, Serbs, Bulgarians and more living here.

In 1884, Timișoara was the first city in Europe to have electric public lighting. With many parks, public gardens, squares and green spaces, Timisoara has been called "the garden-city".

TVR Timisoara is the regional studio of Romanian public television (TVR) and covers the western part of Romania. It is on air eight hours a day with a wide range of programmes. These include current issues, live broadcasts from concerts, sport and other important events, as well as coverage from neighbouring and other European countries.

TVR Timisoara produces daily programmes broadcast on the regional channel and also on the national channels of TVR, especially TVR 3, which broadcasts only programmes produced by TVR's five regional studios. TVR's productions received over 100 prizes at national and international television festivals.





regional CIRCOM

29th Annual Conference



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