

regional
Circom

European Association of Regional Television Association Europeene des Televisions Regionales

24th Annual Conference

Programme 25th - 27th May



Kolding, Denmark 2006



DIGITAL, DIALOGUE AND DIVERSITY
how to make interesting TV about political issues

Hotel Comwell, DK 6000 Kolding



Kolding, Denmark 25th - 27th May 2006

DIGITAL, DIALOGUE AND DIVERSITY



Circom Regional is delighted to welcome you to this our 24th conference hosted by TV SYD. We are delighted to be in City of Kolding one of the most exquisite in Denmark.

This conference provides an excellent opportunity for regional broadcasters to share ideas. This year's theme is about political engagement, a subject which challenges many broadcasters as we strive to make excellent programmes with integrity and impartiality. In the workshops and sessions we look ahead at some

of the opportunities and challenges facing us all both technically and editorially covering political issues.

The young journalism training course running alongside the conference is an ideal opportunity to engage with the future generation of broadcasters. The Prix Circom Regional Awards once again remind us of the excellent creative talent that exists in all our regions.

I thank our hosts TV SYD and the City of Kolding for organising this conference and for their warm hospitality.

Anita Bhalla
President Circom Regional



TV SYD has participated at all CIRCOM Regional conferences for the last 12 years, and we are very pleased with this exceptional European co-work. Therefore we thought the time had come for us to arrange the yearly conference here in Kolding.

The conference will focus on how to make political issues interesting to the viewers, as Denmark has just announced a new structural reform, where 15 counties will be changed into 5 big regions, and 275 communities have become 99.

Through the last years TV SYD has been involved in several large co-productions within CIRCOM Regional. More than 20 countries have participated in those projects. TV SYD also has the interest of transfrontier co-operations through an almost 10 year long co-work with NDR in Kiel, Germany.

We are looking forward hosting Europe in Kolding at the CIRCOM Regional conference, which by the way takes place in Denmark for the second time. In 1996 our sister company, TV2/Lorry, hosted the conference.

Tim Johnson
Director, TV Syd



Welcome to Kolding

Kolding bids CIRCOM Regional welcome to an active, dynamic and prosperous city in Denmark.

As Denmark's sixth largest city with app. 63,000 inhabitants, we are rich on culture, clubs and societies, both private and public.

Our museum of art, Trapholt, contains several international works of art and numerous examples of noble Danish furniture design. At the dinner friday you will see our 13th-century royal castle, Koldinghus, with its dramatic history.

For centuries, Kolding has distinguished itself as a vivid commercial town. In our time it is known for a lively, beautiful city environment. Our active commercial life is a proud tradition we carry on. We have for instance one of the country's largest shopping malls.

Kolding is centrally situated in one of Denmark's most important traffic junctions. This, in combination with a high level of education, increasingly attracts both national and international companies.

The county of Kolding is in every respect a popular county for new arrivals.

Per Bødker Andersen
Mayor of Kolding

Reception at Hotel Comwell

Skovbrynet 1
DK - Kolding
☎ (+45) 7634 1100



Wednesday 24th May
20.00



Thursday
25th May

Plenary Sessions

9:00 - 11:00

Opening Ceremony "New regions - New demands"

Reducing numbers of communities and regions demands a lot to the politicians but also to the TV producers. What challenges do the politicians meet and how can the media inform the citizens about the changes?

Chair: Tim Johnson

Speakers: Among others Per Bødker, Mayor Kolding

REGIONAL TV IN A 3D WORLD by Anita Bhalla, President CIRCOM Regional/BBC.

11:00 - 11:30

Break

11:30 - 13:00

Politics - Turn on or switch off

Are political issues a turn off for our audiences? So how do we make politics more interesting?

Chair: Piotr Borys

Speakers: Among others Scott Rensberger, USA
and Lars Jespersen, Nordjyske Medias, DK

13:00 - 14:30

Lunch

14:30 - 16:00

From local - To international

What is the role of regional broadcasters when a story takes on an international dimension just like the Danish Cartoons did?

Chair: Roel Dijkhuis

Speakers: Among others Lars Erslev Andersen, Professor Danish University

16:00 - 16:30

Break

Thursday
25th May

Plenary Sessions

16:30 - 18:00

Freedom of the Media

What is the relationship between the media and the politicians? Is it helpful and how do you avoid political interference?

Chair: Marija Nemcic

Speakers: Among others Zoltán Rudi, MTV, H and Niels Jørgen Thøgersen, DK

20:00

Dinner at Hotel Comwell

Workshops

11:30 - 13:00

Viewers or content Providers

As technology is developing viewers are no longer passive but active providers and participants in our output. We look at examples of viewer generated content and the role it plays in regional broadcasting.

Chair: Michael Lally, RTE, IRL

Speakers: Tim Johnson, TVSYD, DK and Inger Johanne Solli, NRK, N

14:30 - 16:00

New Platforms

Increasingly our viewers are receiving information on mobile phones, through screens, through broad band units. What kind of opportunities do these new platforms present for regional broadcasters?

Chair: Peter Sauer, BR, D

Speakers: Professor Gerhard Eitz, D and Andy Griffee, BBC, UK

16:30 - 18:00

Interactive Television

Just producing television is no longer enough. We look at how websites have become an important part of the services we offer our viewers. We will see some of the best examples of this work entered for the Prix.

Chair: Michael Lally, RTE, IRL

Speakers: Among others Lars Jespersen, Nordjyske Media, DK
and Inger Johanne Solli, NRK, N



Friday
26th May

Plenary Sessions

9:00 - 11:00

One man Band

As more and more Video Journalists get trained, what are the implications for this in our companies? What are the challenges this new form of working brings to television makers? Does VJ compromise quality?

Chair: Bernd Kliebhan, HR, D

Speakers: Among others Sabine Streich, Videomission, D
and Andy Griffee, BBC, UK

11:00 - 11:30

Break

11:30 - 13:00

Future survival - Attracting younger viewers

If our regional stations are to grow we need to engage with younger audiences. What are the challenges facing broadcasters who are seeing younger audiences walking away from their output?

Chair: Ian Myatt, BBC, UK

Speakers: Among others Anna Vasova, EBU and Christina Aagreen, SVT, S

13:00 - 14:30

Lunch

14:30 - 16:00

Meet the Winners - D for Documentary or D for Dull, Disappearing Dinosaurs

The documentary category of the Prix Circom Regional attracts highest number of entries and the widest geographical spread of entrants. Does this mean the documentary format is loved still by viewers and broadcasters? Or are documentaries increasingly banished to off-peak and dumped down to become pretty wallpaper? View the winning documentary entries and hear the producers who made them. Have your say on whether documentaries are now dinosaurs in the new age of download TV

Chair: David Lowen, President, Prix Circom Regional

Speakers: The winners

16:00 - 16:30

Break

Friday
26th May

Plenary Sessions

16:30 - 17:30

Regional Drama

It is getting more common that regional TV stations are producing drama series in local dialects. Why and how do they finance producing TV for a small target group? Are there really audiences for this kind of television?

Chair: Roel Dijkhuis

19:30 (we meet at Koldinghus)

Dinner at Koldinghus incl. Prix Ceremony

Workshops

9:00 - 11:00

High Definition TV

High Definition TV is setting new standards and demands for us as producers. What expectations do we meet?

Chair: David Lowen, UK

Speakers: Among others Tom Loosemore, BBC, UK
and Ivar Brændgaard, TV/Midt-Vest, DK

11:30 - 13:00

European Co-works

What expectations do the politicians from the European Union and from local and national institutions have within producing TV? How do we get new ideas? How can we work together?

Representatives from the different European Union Institutions, local and national politicians as well as representatives from TV-stations in Europe will give their version of the above questions. After this we will meet in groups developing new ideas Bring your ideas for new productions and get inspired

Chair: Peter Sauer, BR

Speakers: Among others Elena Kurze, The Parliament and Johan Lindén, SVT, S

14:30 - 16:00

European co-works

The discussions continue

16:30 - 17:30

In or Out of Europe

What challenges will future member states of the European Union face learning about and working with the different institutions?

Chair: Peter Kraewinkels, CIRCOM



Saturday
27th May

Plenary Sessions

9:00 - 10:00

Training and the Future

Education is the future, but in more countries this part of journalism has bad conditions. How will we in CIRCOM be able to help? And how does the future look for the journalists?

Chair: Roel Dijkhuis, RTV-Noord, NL

Speakers: Karol Cioma and Ian Masters, The Thomson Foundation

10:00 - 11:00

Trainees

During the last 2 weeks 18 young journalists have been trained by the Thomson Foundation in Kolding. They are going to show us their work and tell us about their experiences

Chair: Roel Dijkhuis

Speakers: Karol Cioma and Ian Masters, The Thomson Foundation

11:00 - 11:30

Break

11:30 - 12:30

Closing Ceremony

Highlights of this year's conference and looking forward at Bilbao Conference 2007 in Spain

Chair: Tim Johnson

Speakers: Among others Marija Nemcic, General secretary, CIRCOM

12:30 - 13:45

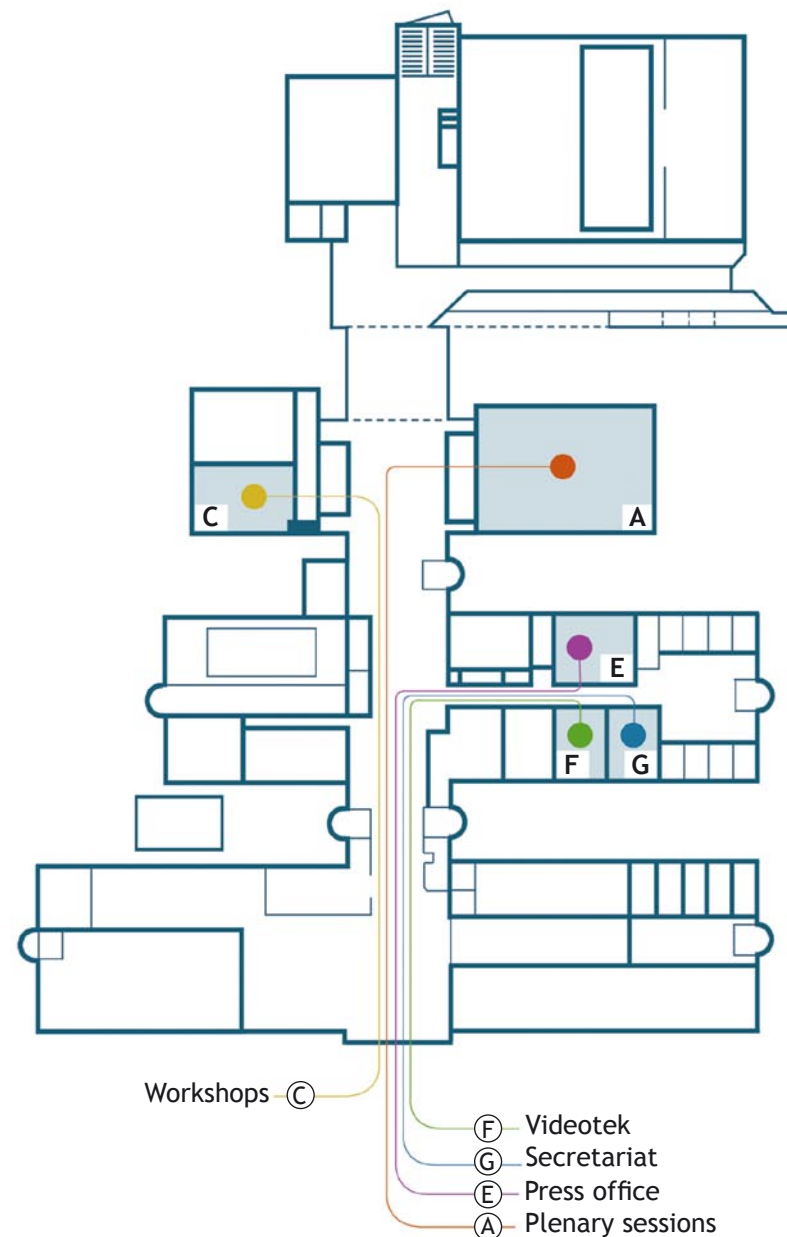
Lunch

14:00 - 19:30

(times of departure from and to Hotel Comwell with busses)

Excursion to Legoland

Finding the way around the conference





Map



Press coverage

Students from the Media and Communication line at the Southern Danish University will cover the conference by producing items, press releases and webpage. If you have any good stories you would like them to produce during the conference please contact the TV SYD secretariat.

Circum Future Guide

Students of the University of Applied Science in Ansbach, D will draft the "Circum Future Guide" which is to become the broadcasting organ for the key topics of the future regional television. The most interesting speeches of the annual Circum conference will from now on be reviewed and extended and a DVD supplement with film material, examples and statements will be produced. After the conference two copies of the book and DVD will be sent to every national coordinator. For further information, please contact the secretary general.

Sponsors



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