

18 February 2004



The European Union is becoming ever more important to our daily life. Hence, people want to know more about the European Union and what it really means for us, the citizens.

This co-production project takes the form of a giant vox-pop: people in the street will face our cameras and ask challenging questions about what the EU really means to their daily lives: the EU, What's in it for Me ?

Then we will turn our cameras on local, national and European politicians. Can they answer these questions ? With their help, we will try and provide concrete answers.

The EU – What's in it for Me?
The Voice of the People.



**a Circom Regional co-production project
with the collaboration of the European Union**

*Executive Producer: Tim Johnson
on behalf of TV SYD*



*Project Manager : Lene Krüger
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**Distributed via EbS: first transmission on Wednesday 28th April at 21:00 CET
few days before the enlargement day, 1st May 2004**

Will also be made available online in Mpeg2.

Full details: <http://www.circom-regional.org>



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Circom Regional co-production project

The EU, What's in it for Me ?

Executive Producer: SYDPRODUKTION

This document gives full details of the prospective co-production

- *the rules for participation in the co-production (content, format, technical specifications, available financial assistance)*
- *distribution via EbS*
- *the flow of information*

The aim is to produce and distribute in excess of 50 individual items/reports of between 4 and 8 minutes each. These reports will be combined into a weekly magazine with 1 to 2 items per programme. The magazine will be broadcast via EbS. All Circom Regional members will have the right to record, re-edit and use the reports within their own programmes.

On 1st May 2004, 10 new countries will join the European Union. This will be the sign to start this co-production.

We are inviting Circom Regional member TV stations from all current and future EU member states to contribute to this co-production. All TV stations that intend to contribute and/or broadcast all or part of this co-production must adhere to the commonly adhered co-production agreement. Please sign the attached co-production agreement and return it to the Project Manager, Lene Krüger (fax : + 45 76 30 31 86).

Regularly updated information on the co-production including the broadcast schedule on EbS and the complete scripts will be made available on

<http://www.circom-regional.org>



Circom Regional co-production project

The EU, *What's in it for Me ?*

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1 Content

1.1 Synopsis

Soon the European Union will have 25 member states. People both in the “old” and the “new” countries need to know more about the European Union, and what it means to their daily lives. This project will make the institutions of the EU more visible for the man and woman in the street. They will ask the questions. Our reporters – with the help of local and European politicians and experts – will provide the answers.

1.2 The Reports

We will let TV crews all over Europe go out in the street and urge “normal” people to ask questions about what the European Union really means to their daily lives. The subjects are up to the man in the street: they will challenge Europe’s leaders to explain concretely if and how the EU contributes to securing jobs, safety, a clean environment, health, ... a better life.

Sometimes - on some specific days during 2004 - we will let camera teams across Europe go out into the streets and let people ask questions about one special subject.

In the course of 2004, we will try and highlight a number of pertinent topics/events. (see the list on the next page)

Consequently, our crews will try and find the answer from local and European politicians.

All items will be illustrated with coverage of the particular topic, with real-life examples, pertinent human-interest stories. We should avoid too many talking heads.



1.3 Key Dates on the European Agenda

Ideas and suggestions:

World Health Day	7 th April 2004	the EU and health
The Day of the Enlargement Labour Day	1 st May	welcoming new member states employment, solidarity
Europe Day	9 th May	the future of Europe
The End of World War II	Early May	the foundation of the EU
Green Week	1-4 June	sustainable environment
European Elections	10-13 June	the role of the Parliament
EURO2004, Portugal	12/6 – 4/7	the EU and sports
The Athens Olympics	13-29 August	Olympic values / democracy
Week of the Minorities	30/8-5/9	minority issues
Paralympics	17-28/9	the EU and disabilities
International Book Fair	6-10 October	the EU and Culture
Net-Days European Week of Research	November	the EU and IST the EU and research
Santa Claus Christmas	December	the EU and youth policies peace, non-discrimination



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2 The Required Format

We invite contributions from all current and future EU member states.

2.1 The Reports

- newly produced or very recent
- can partially contain archive material
- duration: between 4 and 8 minutes (as agreed with project manager)
- always starting with a question and ending with getting some answer

2.2 Quality

- produced to professional technical standards
- with professional equipment
- with professional technicians
- edited in such a way so as to facilitate re-editing (with i/t sound)

For technical requirements, see below, page 11.



3 Co-production Procedures

The Executive Producer will co-ordinate all aspects of the co-production.

So as to guarantee a constant quality, the contributing TV stations will observe the rules laid down in this document.

3.1 The role of the Executive Producer

The Executive Producer will assure

- editorial coherence
- a balance between reports from the various current and future member states
- a constant high technical and editorial quality
- to deliver weekly magazines
- to find answers from the European politicians at the Parliament or the Commission

The Executive Producer will at the special memorable days suggest topics to the contributing TV stations but, normally, suggestions for topics will come from the contributing TV stations. The following sequence is foreseen

1. contributing TV stations submit topics to the Executive Producer
2. the Executive Producer selects topics and informs the contributors thereof
3. topics are included into the overall planning
4. contributors send their finalised reports to the Executive Producer
5. the Executive Producer assesses the suitability and quality of each report (if deemed appropriate, the Executive Producer may ask to make some changes to a report or refuse the report)

The Executive Producer will make the following information available on the website

- production planning including synopsis of all reports
- broadcast schedule on EbS including the scripts in original language and English



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3.2 Tasks of the Contributors

The contributing TV stations will produce individual reports according to the agreement with the Executive Producer.

- Items will be sent by courier – at the producer's own expense – to SYDPRODUKTION (please see also the technical specifications regarding tapes).

*Project Manager : Lene Krüger
Sydproduktion Aps
El-vej 2b
DK-6000 Kolding
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*Tel. : + 45 76 30 31 32
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Email : lekr@sydproduktion.dk*

- Each item must be delivered with a manuscript provided with names of the participants and with names of the production team
- If any music is being used that is not free of rights, a listing of all used music (properly detailed) and the duration of each excerpt must be provided.
- Scripts will be provided in English. Each contributing TV station will take care of the translation into English itself.
- The following information will also be provided by email (in MS-Word format) to *Email : lekr@sydproduktion.dk*
 - o the script with names, names of crew
 - o the translation into English with time codes
 - o the listing of musical excerpts used (to be cleared by the broadcasters)

Apart from the music, ALL reports must be provided FREE of RIGHTS.

- all Circom Members will obtain the right to broadcast the reports
- other partners in this co-production may obtain the right to broadcast
- the European Commission will obtain non-commercial non-broadcast rights for its own archiving, educational and promotional purposes.



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3.3 Financial Support

Contributing TV stations can obtain financial support from Circom Regional

- maximum 350 € per minute
- after submitting an appropriate report to Circom Regional (details will be provided upon request)
- all payments will be made by CIRCOM Regional

3.4 The Editorial Committee

The members of the Editorial Committee are Tim Johnson, Peter Sauer and Peter Kraewinkels.

The Editorial Committee will decide upon any disputes arising from this co-production.

The committee will meet whenever necessary.



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4 Distribution via EbS

The Executive Producer will package all reports into a weekly magazine

- in total 40 programmes
- duration is +/- 8 minutes (including intro)

4.1 Magazine Content

Running order

- opening sequence including mentioning the European Commission support with the following phrase:

"with the collaboration of the European Union"

- preceding each report : a graphic sequence that shows in which country and exactly where in the country, the item is made
- the reports

Graphics

- coherent graphical identity
- appropriate for use in an international environment

4.2 Transmission Schedule

Weekly on Wednesday at 21.00 pm, on Thursday at 5:30 am, on Saturday at 12:00 am.

- First broadcast 28th April 2004 (week 18) Just before the enlargement day
- Last broadcast 29th December 2004 (week 52)



5 Broadcasting Regionally

5.1 Planning and Information

In order to facilitate planning and scheduling by producers and broadcasters the following information will be made available on the website

<http://www.circom-regional.org/enlargement/>

- production planning for all reports including synopsis of all reports
- broadcast schedule on EbS including the scripts in original language and English

5.2 Recording the EbS Transmissions

- **Satellite** : EUTELSAT HOT BIRD
- **Orbit** : 13° East
- **Receive frequency** : 12,47550 GHz
- **Polarisation** : horizontal
- **Footprint** : Wide beam
- **Symbol rate** : 27,500 Mbauds
- **FEC** : 3/4

Internet: <http://europa.eu.int/comm/ebs/schedule.cfm>

5.3 Broadcasting

Circom Regional Member TV stations are free to use all reports and to re-edit them according to their own needs. Due mention of the producing TV stations must always be made.

The broadcasting of all reports will be preceded by or start with the following phrase:

“with the collaboration of the European Union”

After broadcasting, the broadcaster will inform the Executive Producer of the broadcast date and time and the audience reached (for as far as possible). This information will be used to compile a final report on the co-production. (see the attached Check List)



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6 Technical specifications for delivery

Format

- preferred formats: 1. DVCpro 25Mbit
2. BetaSP analogue
- alternative formats: DVCpro 50Mbit
IMX
DVcam

Reference signal

- the tape starts with a 50 second colorbar (100% white and 75% chroma) and tone of 1kHz @ 0dBu (775mV) on all tracks
- on analogue media 0VU = 0dBu
- on digital media 0dBu = -18dBFS

Start signal

- 10 seconds of black and audio silence.

Programme start

- the programme must always start on a minute. (2:00:00)

Video

- all programmes must be delivered in 4:3 625 lines 50Hz field-rate (component), meeting relevant EBU standards including those for PAL transmission.



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Audio

- *Mono:*
 - Track 1: Programme
 - Track 2: IT (International track without VO)
- *Stereo:*
 - Track 1: Left Programme
 - Track 2: Right Programme
 - Track 3: Left IT
 - Track 4: Right IT
- if the tape format only provides for stereophonic audio (only two audio tracks) programmes should be delivered in two versions: the first version contains left and right programme, and the second version left and right IT.
- stereophonic sound must be mono compatible.
- audio is limited at +6dBu.

Time code

- the tape is provided with continuous time code according to EBU-recommendations.

Information to be included

The tape is provided with the following information:

- the completed Check List for Mailing Reports as well as
- timecode start, timecode end, information about audio track contents
- title and script in original language + translation into English
- crew names including reporter, engineer
- music sheet



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Annexes

The Co-production Agreement

Check List for Mailing Reports

Check List for Broadcasting



Circom Regional co-production project

**The EU,
*What's in it for Me ?***

Executive Producer: SYDPRODUKTION

Please send to Project Manager, Lene Krüger on fax : +45 76 30 31 86

Co-production Agreement

We hereby agree to participate in the Circom Regional co-production project "Voice of the people". We also agree to adhere to the pertinent guidelines given in the Circom Regional document dated 7th March 2003 that outlines the co-production project.

We hereby confirm that we are aware of the fact that the reports that we may contribute to the co-production, will be distributed by EbS to Circom Regional Members and Associates; and that these will have the right to use the reports, edit them and broadcast them. Also, the European Commission will obtain the non-commercial non-broadcast rights. We will clear all rights for the reports accordingly.

We acknowledge that all participants in this co-production project must sign this co-production agreement.

We undertake to broadcast reports produced within the framework of this co-production project only including the mention

with the collaboration of the European Union

We agree to inform Circom Regional of all broadcasts that result from this co-production project.

Company:

Name:

Date and signature :



Please send to Project Manager, Lene Krüger on fax : +45 76 30 31 86

Check List for Mailing Reports

title of the report :

the tape

- is in one of the accepted formats (DVCpro, BetaSP analogue, IMX, Dvcam)
- contains original sound and international sound

the following information is included

- timecode start, timecode end, information about audio track contents
- title and script in original language
- translation into English
- crew names including reporter, engineer
- music sheet

a copy of all written information has been emailed

- to lekr@sydproduktion.dk

tapes and written information are being sent by courier

- to Lene Krüger
Sydproduktion Aps
El-vej 2b, DK-6000 Kolding, Denmark
Tel. : + 45 76 30 31 32, Fax : +45 76 30 31 86, Mobile : + 45 21 63 28 63
Email : lekr@sydproduktion.dk

- courier information
the courier service:
- airway bill nr. or ref.

Company:

Name:

Date and signature :



Please send to Project Manager, Lene Krüger on fax : +45 76 30 31 86

Check List for Broadcasting

title of the report :

produced by :

We have broadcast

- the complete report (check one box)
- parts of the report duration :

within our programme called

broadcast dates	time	audience rating (share + nr. of viewers)

We included the mention "*with the collaboration of the European Union*"

- before the report
- at the beginning of the programme
- other :

Company:

Name:

Date and signature :