

PRIX CIRCOM REGIONAL 2010
All that's best in Europe's regional television

ENTRY PACK
Rules, Categories, Criteria

More information and the web-based entry form at
www.circom-regional.eu

CHAIRMAN OF THE AWARDS
DAVID LOWEN

WELCOME TO PRIX CIRCOM REGIONAL 2010

New sponsors support the search for Europe's best regional TV programmes

Europe's most prestigious regional TV programme awards will this year offer a Grand Prix and eight category awards with 27,000 euros in prize money. All member stations of Circom Regional are welcome to enter.

In 2010, there will be two new sponsors. SES-Astra, the satellite transmission company, will support the Grand Prix and the Dutch Cultural Media Fund, which supports documentary production, will support the Documentary category.

The other awards are sponsored by public service broadcasters France Televisions (France), TVP (Poland), ERT3 (Greece), SVT (Sweden), TG4 (Ireland), BBC (UK) and RTVSLO (Slovenia).

There is a new category in 2010 – Most Original Programme: this replaces the International category. The other categories in 2010 are, as in 2009, Documentary, Vivre l'Europe, Video Journalism, Sport, Magazine and News Magazine, Drama/Fiction, and Web Site. The Grand Prix will be awarded to the best entry in all categories.

As well as cash, the winners receive a specially designed and commissioned trophy for their station and the travel and expenses of one representative of the programme will be paid for two nights in Malta to collect the award at the Gala Evening at the conference.

Please enter using the online entry form (<http://prix2010.circom-regional.eu>) do this by Friday 12 March 2010 at the latest. Your entry will be authenticated by the national co-ordinator in your country.

Videos should be uploaded by Friday 19 March and DVDs must arrive at the judging centre by that date also. Entries delivered later may be rejected.

The awards will be judged in April 2010 and the awards will be presented at the Circom Regional annual conference in Floriana, Malta, hosted by PBS Malta, in May 2010. The category winners will be announced after the judging but the winner of The Grand Prix will not be made public until the award ceremony in May.

Each regional station can enter once in each category – so why not have eight attempts, one in each category? - and I wish you "good luck".

DAVID LOWEN

President, Prix Circom Regional

December 2009

RULES OF ENTRY

Please read these rules very carefully because it is important that all entries conform fully. A breach of any of the rules may mean disqualification.

1. Entries can be accepted only from member stations of Circom Regional. Programmes made by independent producers can be considered only if entered by Circom Regional member stations.
2. Each regional station may enter once in EACH of the following categories: Documentary, Sport, Magazine and News Magazine, Fiction/Drama, Vivre l'Europe, Video Journalism, Most Original and Web Site. A total of eight entries may therefore be accepted from any regional station provided each entry is in a different category.
3. Programmes (or items) must have been broadcast for the first time between January 2009 and the closing date for entries, Friday 12 March 2010, and should not have been entered in Prix Circom Regional 2009.
4. Programmes must be submitted as broadcast, except for additions required by Rule 6.
5. Each entry must be accompanied by an explanation in English or in French which helps the judges understand more about the reasons for making the programme, the qualities of the programme, the impact the programme has had on the audience and any other factors which support the programme as being worthy of consideration. This outline should be up to 500 words. Please note that, to keep entry costs down for stations, it is acceptable that translations into English can be based on "Google" or similar online based systems.
6. Each entry, including those in English, must have subtitles in English sufficient for the judges to be able to understand what is being said. However, the quality of the subtitling need not be of full broadcast quality. Entries without subtitles will be disqualified.
7. A copy of the script in English or French should also be provided (again using online translation if preferred): this will be kept with the programme tape in the Circom Regional archive.
8. The entry forms for programme categories, with outline and support materials, must be delivered by the entry closing date of Friday 12 March 2010.
9. The programme entry format is preferred by FTP and the final delivery date is Friday 19 March 2010. The delivery address is on the web site entry form. Entry by DVD is also possible. All entrants must check their DVD is properly recorded. Recordings which cannot be satisfactorily viewed will be disqualified.
10. The entries for the Web Site category must be notified as soon as possible and in any case by Friday 12 March 2010 to allow judges to view the sites remotely before discussing them.
11. Entrants (except those in the Fiction/Drama category, in which rights issues are acknowledged to be complex and inhibiting) agree in advance that, should their programme be a category winner (not second prize or commended), they permit at least one regional transmission and one repeat of that winning entry by any Circom Regional member station which so wishes within its own region during 2010 free of any licence or rights payments. An international version, without subtitles, will be required for this. It is hoped that all reasonable endeavours will still be made by the Fiction/Drama winning stations to match the free circulation obligatory in other categories.
12. Entrants (except those in the Fiction/Drama category) agree in advance to one transmission of a winning programme (not second prize or commended)

13. Entrants (including those in the Fiction/Drama category) agree in advance to promotional non-broadcast showcase screenings organised on behalf of the Prix Circom Regional.
14. Entrants (including those in the Fiction/Drama category) agree in advance that brief excerpts from programmes may be freely broadcast as part of regional news reports or promotional items about Prix Circom Regional.
15. Any costs of despatch, customs, insurance will be paid by the entrant.
16. Programmes and texts will not be returned but remain in the archives of Circom Regional.
17. Any cash prize or trophy presented will be to the entering Circom Regional broadcasting station. It will be for that broadcaster to decide who may represent the station to collect the award at any award presentation and who may keep the money and the trophy.
18. Where the entry is from one station but the programme is a co-produced programme, the submitting station is required to inform any partner stations who have contributed to that programme. The award will be made to the submitting station and it will be for the submitting station to decide how the prize money is allocated.
19. Where more than one co-producing stations submit the same programme, any award will be joint. It will be for the winning stations to decide how the prize money is allocated.
20. Co-producing stations may submit different programmes from the same series.
21. Where a broadcaster submits the winning entry in a category it sponsors, it will not be permitted to “win” its own money but will receive a trophy and travel and accommodation expenses for its nominee to attend the conference and award ceremony.
22. The English language version of the Rules of Entry takes precedence over any other version.
23. In any dispute, the decision of the chairman of the judges, David Lowen, will be considered final and binding on all entrants. Any significant dispute will be reported to the Executive Committee of Circom Regional.

SUBTITLING AND TRANSLATION

Circom Regional accepts that the cost of translation and subtitling may inhibit the number of entries that many stations can make.

It is important to make clear that the purpose of the translation into the working language of English is so that judges can understand what the programme is about and why it is likely to be worthy of winning. To achieve this level of understanding it is not necessary to have faultless English prose.

Tests we have carried out have shown that running many languages through the Google translation system delivers an acceptable level of English. When there are clear mistranslations, improvements required can be done quickly by someone at the station with reasonable competence in English. Many stations are already using similar systems and the cost savings are substantial.

The subtitling is needed so that judges can follow the programme without keeping one eye on a written script. Again the translation needs to be only as good as necessary to understand what is happening. The quality of the subtitling does not need to match broadcast standard with time-coded accuracy.

PRIX CIRCOM REGIONAL AWARD CATEGORIES

The following award categories will be contested in 2010

Grand Prix

Sponsored by SES-Astra

- ❑ 3000 euros (in addition to category prize) and trophy

Documentary Programme

Dutch Cultural Media Fund Award

- ❑ 3000 euros and trophy
- ❑ Free travel to Malta conference for one representative of winning station with two nights' accommodation.

Vivre l'Europe

France Televisions Award

- ❑ 3000 euros and trophy
- ❑ Free visit to Malta for conference for one representative of winning station with two nights' accommodation.

Magazine and News Magazine Programme

TVP Award

- ❑ 3000 euros and trophy
- ❑ Free visit to Malta conference for one representative of winning station with two nights' accommodation.

Sport Programme

ERT3 Award

- ❑ 3000 euros and trophy
- ❑ Free visit to Malta conference for one representative of winning station with two nights' accommodation.

Web site

SVT Award

- ❑ 3000 euros and trophy
- ❑ Free visit to Malta conference for one representative of winning station with two nights' accommodation.

Fiction/Drama Programme

TG4 Ireland Award

- ❑ 3000 euros and trophy
- ❑ Free visit to Malta conference for one representative of winning station with two nights' accommodation.

Video Journalism

BBC Award

- ❑ 3000 euros and trophy
- ❑ Free visit to Malta conference for one representative of winning station with two nights' accommodation.

Most Original Programme

RTVSLO Award

- ❑ 3000 euros and trophy
- ❑ Free visit to Malta conference for one representative of winning station with two nights' accommodation.

The winners of the eight categories will be announced at the conclusion of the judging in April but the winner of the Grand Prix of Circom Regional will not be made public until the award ceremony in Malta in May.

AWARD CRITERIA

It is important that all entrants should check the criteria for each award before entering. Please make sure your programme does qualify for the award category you are choosing. If you enter in the wrong category, you may be disqualified or the judges may be unable to consider your programme fully on its merits.

Entrants should also read the Rules of the competition to make sure they attach and enclose all the details which the judges require. Entrants should also check they have filled in the online Entry Form (<http://prix2010.circum-regional.eu>) fully and that the entry has been accepted. Any entry by any region may be subject to confirmation by the Circum Regional national co-ordinator of the channel.

GRAND PRIX OF CIRCUM REGIONAL

No direct entries are accepted for this award. The winner will be selected by the judges, including the Chairman of the Judges, from the winning entries in the genre categories only. It is, in effect, The Best of The Best.

DOCUMENTARY PROGRAMME

The category is financially supported by the Dutch Cultural Media Fund.

Entries should be documentary programmes on a single subject. Neither the topic nor transmission needs be regional but judges would welcome the examination of issues which have particular regional relevance even if set in an international or national context.

Judges will seek evidence of a strong storyline and outstanding professionalism in direction and technique. Programmes of strong journalistic investigation are encouraged but so are programmes with a personal view or an unusual perspective. Documentaries which show fresh techniques or great imagination are welcome and judges will also consider the artistic and cinematographic qualities of the documentary.

Where a documentary is part of a series, only one programme will be viewed.

This category is for complete programmes with only one subject. Magazine programmes must be entered under other categories, as should feature items which are part of a wider or longer programme.

Entrants are reminded that the winning programme must be offered all rights cleared for one broadcast by each Circum Regional member station during 2010.

VIVRE L'EUROPE

This award, sponsored by France Televisions, is for programmes which show the special nature of European current events or of European co-operation and how European regional stations can work together to mutual benefit.

Preference will be given to programmes which can demonstrate co-operation between Circom's regional member stations.

Programmes may be in the news or documentary or magazine form. They may be one-offs or part of a series. They may be serious explorations of European issues or lifestyle programmes.

Entries may involve the work of one or more regional member stations. However, the entry needs to make clear that the consent of all contributing stations has been obtained. Where the entry is a joint entry between two or more stations, the prize money will be divided between those stations.

MAGAZINE AND NEWS MAGAZINE PROGRAMME

This award, sponsored by TVP, recognises the qualities of the magazine shows, often news based, which are the backbone of television in the regions.

The content of the programme is open to most genres: daily news programmes, weekly news programmes, or a wide range of feature and specialist programmes, all are welcome.

The programme can contain several topics or concentrate on one topic, always provided that it is created in the style of a linked programme and is not in the documentary form.

The content may be news, social issues, political issues, current affairs, lifestyle, culture or arts – or a mixture of all or any of these. If it is primarily about sport, however, it should be entered in the Sports Award category. The content must be of regional interest.

The judges will seek a strong “look and feel” to the programme which adds interest for viewers. The judges will expect any interviews to explore and explain the issues well and location reports which are made relevant by intelligent hosting. The programme may be linked in a studio or on location.

Judges will look for good examples of how resources available to television are utilised to make the programme better: camera, sound, video editing, graphics, studio set (if made in a studio), presenter links, personality, interviewees.

SPORTS PROGRAMME

This award, sponsored by ERT3, is for the best sports programme, sports coverage, sport documentary, sporting entertainment show or sports feature.

The programme or feature may be about any sport, on any sporting issue or about any sports personality: all ideas and approaches are welcome. Outside broadcast coverage of an event may also be entered. The nature and style of the programme is not restricted as long as the programme is about sport.

The judges will pay great attention to conveying the excitement in characters, pictures and sound of sporting endeavour with the full range of technical and production skills. If event coverage is entered, the judges will expect excellent

camerawork and commentary which explains what is happening and why it is significant rather than just a description of what the camera can already display.

Where sport is treated as less competitively, judges will look for originality of presentation and evidence of a sense of fun or achievement in the sporting challenge.

STATION WEB SITE

This award, sponsored by SVT, recognises the value to regional viewers of web support for programme transmissions and the host station.

Where a regional station is required to work within the restraints of a “nationally formatted” site, particular judging stress will be laid on the attempts at regional level to add content, distinctiveness and value for regional viewers. Judges will give special consideration to sites which are designed, populated and managed at the regional level.

The judges will pay attention to the content and structure of the site and how it adds value to the content of the transmission. The judges will expect information on the web site which takes issues or stories forward beyond broadcast; and/or which gives further background to programmes; and/or which allows viewers to share experiences in relation to the issues in the programme.

In particular, the judges will assess how the web site interactivity allows those who have viewed a programme to have greater involvement and activity.

The judges will also expect the web site to look interesting and attractive and to enhance the brand of the station and/or channel.

The judges will expect originality in approach and something more engaging than simply text. They will expect to find a simple and clear navigation of the site which makes information easy to find.

Increasingly, viewers are watching regional programmes by live streaming from web sites, by downloading to watch later and by “catching up” with library programmes and video news items. The judges will also consider this aspect of viewer service.

Since the web site may not be in English nor subtitled like the programme entries, the judges need a detailed explanation from the entering station, in English, of what the web site sets out to do and how it achieves this. A representative of the judges will be in touch with entrants in advance of the judging date to clarify any issues relating to the site or its content.

Please note that entries for this award need to be delivered by Friday 5 March, one week earlier than for programme awards.

FICTION/DRAMA PROGRAMME

This award, sponsored by TG4, recognises how high quality drama and fictional production derive strength and character from their regional roots.

Entries may be works of fiction in dramatic form which may either be one-off productions or one episode of a series. If the programme is one of a series, only one episode will be judged, not the entire series.

Judges will look for innovative, engaging and original stories which reflect life and experience in the regions and which engage a television audience, especially a regional audience. Particular attention will be paid to visual flair and high quality of scripts, as well as the general television skills of camera, sound and editing.

Dramas for both adults and young audiences are eligible.

In recognition of the complex rights issues involved in some Fiction/Drama productions, please note that in this category it is not obligatory that the winning entry is offered for free viewing, all rights cleared. However, it is hoped that the winning station may still wish to make the programme freely available.

VIDEO JOURNALISM

This award, sponsored by the BBC, is for the best series of news reports submitted by a video journalist.

Three reports must be submitted and they should be shot, edited and voiced by one reporter working as a video journalist. The three reports should be chosen to demonstrate the broad skills of the reporter as a journalist and as a technician. Each of the reports must be at least one minute long but not longer than five minutes long.

It is most helpful for the judges to see an off-air recording which includes any studio link to the VJ reports, as this will help them understand more about the context of the video report. If an off-air version is not possible, the scripted link would be useful.

The judges will be looking for a good news story, well told in pictures, sound and commentary and well structured. In particular, the judges will look for evidence that these reports might have been less effective if they had been shot by a crew rather than a "video journalist" working alone: in this way, the work of a VJ can truly be said to add value to that of crew work.

Supporting information should explain the context of the reports and provide confirmation that the reports are the work of one video journalist. This is not a "cameraman" category, a "reporter" category or an "editor" category: all jobs must be clearly done by the same person.

The reports may have been carried in a regional news bulletin, a sub-regional news bulletin or a regional magazine programme. In this category, two entries will be accepted from any regional station provided that one of the entries is from a sub-regional opt-out.

MOST ORIGINAL PROGRAMME

This new award, sponsored by RTVSLO, seeks to recognise programmes of any genre which show production originality, unusual content and presentation flair.

Judges will be seeking a programme which captures their imagination. This may be because the story told is so unusual that it is memorable. Or it may be because the

treatment is so different from “everyday” programmes that this programme stands out as something special.

Perhaps the programme allows us to meet some wonderful or unforgettable characters. Perhaps the programme has some special music. Perhaps the format is new and out of the ordinary.

Who knows? We cannot predict “originality”, by definition.

It is something, in short, which makes the programme different to the normal expectations of regional programmes.

Entrants should make clear to judges why this programme is so different.

ANY QUESTIONS?

Questions about or problems relating to the web-based entry form or server delivery option to:

Thomas Baumann
Email: thomas.baumann@brnet.de

Questions about criteria, categories, rules to:

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