

# Activity Plan 2018

A Unique International  
Audiovisual Network in Europe

Promoting and developing  
cooperation between members

Co-producing and  
exchanging programmes

Strengthening vocational  
training for journalists and  
technicians across Europe

**[www.circom-regional.eu](http://www.circom-regional.eu)**

# Introduction

We live in a time when many media, platforms, entities and individuals compete to capture the attention of the public. And they do it in an increasingly global way. Everyone tries to offer content that they expect to be of interest to the point that there have never been so many sources of information, and so many commercial interests around them.

In this scenario, the role of the public service media has become even more necessary as organisations designed solely for the interest of citizens and with a vocation to provide a quality service that is independent of commercial or political influences. The role of regional public service media has an especially important weight because its closeness to its audience and users reflects the cultural diversity and the identity of the regions, thus contributing to the debate and democratic participation.

Therefore, an organisation like CIRCOM Regional, which helps regional public service media to work as part of a European-scale network, is even more valuable now. That is why our goal for 2018 is to reinforce CIRCOM as a great marketplace for the exchange of knowledge, cooperation and mutual support among the members. The scenario in the technology and consumer habits is so changing that we have special interest in increasing the offer of training with more seminars and with always innovative ideas and for that we have increased the budget for training by 18% in 2018.

We also hope that 2018 can be a year of increase in the exchange of productions among the members through the participation in the Prix CIRCOM Regional and the co-productions, since we have more and more possibilities to do so. And at the same time, we wish to strengthen relations between members and relations with European institutions.

This CIRCOM Regional Activity plan 2018 is set up by the Executive Committee at its meeting in Leeuwarden on 17th November 2017 and approved by the European Board at its meeting on 18th November 2017.

**Fernando R. Ojea**, Secretary General

**Tone Kunst**, President

# The Association

CIRCOM Regional is a professional association of regional public service media in Europe. Connected to CIRCOM Regional are 40 organisations from 31 European countries with 230 member stations.

CIRCOM Regional - Coopérative Internationale de Recherche et d'Action en matière de Communication (International Cooperative for Research and Action in the Field of Communication), stands for:

- a) A unique international audiovisual network in Europe;
- b) Promoting and developing cooperation between members;
- c) Coproducing and exchanging programmes;
- d) Strengthening vocational training for journalists and technicians across Europe;
- e) Benchmark for quality content creation.

## OBJECTIVES

- » examine Regional Television in Europe from an innovative and practical angle and contribute to the development of regional culture and identities;
- » bring together researchers and professionals from the mass media across borders and initiate a dynamic cultural approach in regional development;
- » provide a unique forum for ideas and experience and a network for exchanging personnel and equipment between European regional stations;
- » foster communication between members;
- » make coproductions and encourage the exchange of regional programmes: theme programmes, news magazines, cross-border news bulletins, documentaries, programmes for young people and cultural and music programmes;
- » award the Prix CIRCOM Regional to the best regional programmes in Europe;
- » increase vocational training for journalists and technicians.

## MISSION

- » coordinate this international audiovisual network - a unique network in Europe to enhance promotion and communicate more efficiently;
- » develop relations with the European institutions - the European Commission, the Council of Europe, the European Parliament and the Committee of the Regions and increase co-operative ventures with other European audiovisual organisations, various international and national partners and local and regional authorities;
- » represent and ensure the active participation of CIRCOM Regional at conferences, conventions and seminars of the audiovisual industry in Europe;

- » distribute information on audiovisual developments in Europe;
- » increase the number of programme exchanges and co-productions, encourage cooperation, stimulate vocational training on a European level and strengthen relations between CIRCUM Regional members.

Through the close relationship which regional TV stations enjoy with their viewers, the Association fulfils four key roles:

- » forming a local link with the audience;
- » enhancing and promoting European culture with all its rich diversity;
- » helping people become more familiar with others in readiness for tomorrow's multicultural society, characterised by democratic participation and tolerance;
- » displaying, preserving and promoting regional cultures and values for the ethnic and language groups which make up the Nations of Europe.

The association is constituted according to the laws governing such bodies in the French départements of Haut-Rhin, Bas-Rhin and Moselle and in the terms of Articles 21 to 79 of the local Civil Code.

The Registered Office of the Association is in Strasbourg, France. Its Secretariat is located at the office of the current Secretary General. The Office of the Deputy Secretary General is located in Strasbourg.

The Association is registered in the Association Register of the Tribunal d'Instance in Strasbourg.

# CIRCUM 2018 activities

2018 is going to be a turning point for CIRCUM Regional, with a number of important changes made in many fields of its activities, as a proof of CIRCUM Regional's constant renewal.

The annual 'Activity Plan' shows how this Association constantly evolves mirroring the fast-changing European media landscape.

CIRCUM Regional Activity Plan contains its main activities: the Annual Conference - more and more an opportunity for dialogue and meeting among media stakeholders, institutions and culture representatives, the Prix CIRCUM Regional, which is enriched by a new category, opportunities for extra entries and new opportunities for winners.

Also training - as a key role in CIRCUM Regional - has developed a new strategy, enhancing its offer in order to respond to new trends in the European regional broadcasting, and allowing CIRCUM Regional members to raise the bar in many strategic domains: from technology to journalism formats; from editorial management to workshops in partnership with EU institutions.

Coproductions, that are confirmed as a strong tool of sharing experiences and skills, with the European Parliament financed Citizenship Project as the main CR project. Public Relations and Networking is more and more a benchmark for coproduction and training projects, activities with institutions and collaborations with media organisations.

## **Annual Conference - Are we connected?**

The 36th Annual Conference will be in the city of Leeuwarden - capital of Fryslân - the Netherlands, on 24th and 25th May 2018. Leeuwarden is the Cultural Capital of Europe 2018; all kinds of cultural events will be held all over the city during the Conference.

The theme for the Conference is 'Are we connected?' in a broad perspective. Do you ask yourself how can we as public service broadcasters ensure that we reflect the communities we serve? What is the role of language in this case? How important is culture? How can we interact more with our audience? Come to Leeuwarden on 24th and 25th May 2018 and find the answers at the 36th CIRCUM Regional Annual Conference!

Confirmed speakers and subjects are:

**Hearken** (Chicago USA) developed a model for news companies to participate with their audience.

One of the staff members will present their unique model that is called public-powered journalism.

Their goal is to generate deep audience engagement that builds trust, generates original, high-performing journalism, yields valuable data and attracts more paying subscribers.

**Antony Browne - Social media projects by regional broadcasters** (executive producer of social media for BBC Scotland) produces BBC The Social. The Social is a new digital content stream featuring content for and created by young people in Scotland. They are commissioning young talent in Scotland to make social media content which they post on The Social's social media channels including Facebook, Tumblr and YouTube.

**Lauri Kivinen** (CEO at YLE with a background at Nokia) gives his personal approach on how public service media has to live together with social media and at the same time must be a reliable alternative to it. Now we see that social media and even browsers almost became new channels for public service broadcasters to deliver their content because these platforms provide a highly popular service to a massive audience.

The full conference programme and keynote speakers will be announced as soon as possible.

Fryslân is the most northern province of the Netherlands with about 640.000 inhabitants. It is also the only part of the Netherlands with its own language, Western Frisian (a minority language). The Frisian language is alive and still used in daily life by at least 50% of the inhabitants of the Province of Fryslân. The language is the strongest part of the Frisian culture, linking all types of cultural expressions.

Omrop Fryslân, the regional broadcaster for Fryslân, is the host of the Conference. Omrop Fryslân broadcasts and publishes 100% in the Frisian language (which 94% of the inhabitants of Fryslân can understand). Omrop Fryslân offers a wide range of programmes/content, from school television and children's programmes, to weekly documentaries for national television and big events. And, of course, news and current affairs on all platforms. Omrop Fryslân is market leader in radio and has a very strong position in television and online platforms (website, apps, social media).

### **Prix CIRCUM Regional**

The Prix CIRCUM is an annual competition to find the most outstanding content, programmes and media skills in Europe's regional public service media. It is intended that the quality of the Prix will set the 'gold standard' benchmark for the content quality of regional PSM.

Entry to the Prix is restricted to member stations of CIRCUM and is a showcase for production for network and international distribution from regional centres as well as production for purely local audiences by broadcast or online delivery.

In 2018, there will be 10 categories: Documentary (sponsored by RTÉ), News Stories for All (SVT), Minorities in Society (France TV), Most Original and Innovative (TVP), Music and Arts (TG4 Ireland), Video Journalism (BBC), Entertainment and Drama (TPA-TVG Spain), Young Onscreen Talent (TVR), Europe (Committee of the Regions), Investigative Journalism (Council of Europe). The best of the category winners is awarded the Grand Prix (ORF).

The judging will be in Tampere, Finland, hosted by YLE, from 8th April 2018. Fourteen highly qualified international judges will review over four days an entry list likely to be in excess of 200. Their comments are made available to all entrants and presented at the CIRCUM Conference as the Judges' Report. Details are also made available on the website.

There is a winner and a commended entry in all but one category (Young Onscreen Talent). The winning station in each category receives a trophy, 1000 euros in cash and can send two delegates to the conference to collect the trophy. The winner of the Young Onscreen Talent award is offered, instead of cash, the opportunity to have an internship at another CIRCUM member station to further their media experience.

The awards are launched in December 2017 and the entry form sets out category and criteria details, rules of the competition plus hints on how to win and answers to frequently asked questions.

The awards will be presented at a gala show at the conference on Thursday 24th May. The President of the Prix and Chair of the Judges, David Lowen, hosts the awards show, which is streamed live from the CIRCUM website. A further award, for the best feature in the Citizenship coproduction of CIRCUM, in association with the European Parliament, will also be presented in the gala show.

All delegates to the conference can view all entries in a videotheque and there is a chance also to 'Meet The Winners'.

In 2018, we will improve the circulation of the programme entries throughout the members. Until now, only the winning entries were made freely available for transmission by members. In 2018 this is extended to the free transmission of the commended programmes also. In addition, all entrants are now invited to state if their programmes can be transmitted by members with some possible costs agreed bilaterally. CIRCUM believes it is in the best interests of public service media that the quality of its content should be distributed as widely as possible across Europe. This sets a benchmark standard for quality. It also provides a useful and relevant form of free or low-cost programming for some broadcasters.

### Training

Training has always been identified as one of the key roles of CIRCOM Regional and is provided for the benefit of all its members. CIRCOM Regional aims to stimulate vocational training on a European level and strengthen relations between CIRCOM Regional members. Training provides an opportunity for the sharing of best practice, promotes cooperation and understanding.

The focus of CIRCOM Regional is to offer training which adapts and changes in line with developments in broadcasting according to the needs of regional public service media journalists, producers and managers. CIRCOM Regional is in the unique position of being able to draw on the expertise of media professionals from across Europe to achieve this focus.

In order to continue to deliver high-quality workshops and taking into account that global digital innovations are changing the world rapidly CIRCOM Regional has developed a new training strategy for 2018. The training programme reflects this progressive change to new media trends while also maintaining some 'traditional' training.

Training Programme in 2018:

**'New formats for storytelling' for young journalists/content producers** This 4-day workshop aims to be a practical session about being creative and using digital storytelling techniques like snapchat and Instagram stories.

**'Life after TV: storytelling in new formats'** Our newest training is designed to help journalists change their mindset and break out of their TV only news production habits. This 3-day programme provides journalists with the skills they need to tell their stories on digital platforms. In parallel there is a 2-day workshop for editors/newsroom managers to learn about the new formats available as tools to reach new audiences and to learn about techniques to train their staff for these new formats.

**'Editorial management in a changing media environment'** is CIRCOM Regional new type of training for newsrooms managers, offering them the skills they need to support the transition to digital newsrooms.

**Training requested by CIRCOM Regional members**, such as 'Train the Trainers' will be continued. This training is valuable for members because it gives them the expertise they need to deliver training at their own stations.

This is also the case for the **'Investigative Journalism'**.

**One day high-profile workshops**, such as the Senior Managers workshops. Four workshops are planned in 2018 to enable members themselves to be more actively involved in the annual training programme. The workshops are expected to be high profile events that cover issues that are relevant and important to the development of regional broadcasting. It is a real opportunity for senior managers to come



together to share knowledge and experience. Possible themes: fake news and election coverage.

**Workshops in partnership with the European institutions**, such as the European Parliament and/or DG Regio to deliver specific programmes in total editorial independence.

**Online short workshops** (two/three hour long). CIRCUM Regional will explore the possibilities offered through short training sessions conducted online.

## Provisional training schedule

Month	Subject	No. of Days	Location
<b>February</b> 5th-8th Monday 5th at 14:00 to Thursday 8th 13:00	<b>Train the Trainers</b> A workshop for media professionals who wish to learn the skills necessary to become a trainer.	3	Bristol, UK
<b>March</b>	<b>CIRCUM one-day Workshop 1 on the theme 'fake news and verification'</b> This will be the first in a series of high-end one-day workshops that will be relevant to senior professionals in our industry. Dates may change.	1	TBC
<b>May</b> 20th-23rd before the CIRCUM Regional Annual Conference	<b>New formats for storytelling</b> This 4-day workshop aims to be a practical session about being creative and using novel storytelling techniques like snapchat, Instagram stories, explanatory or debunking videos, enhanced maps and more. For 12 young journalists/content producers.	4 plus 2 days of Conference	Leeuwarden, NL  4 trainers and a local trainer
<b>June</b>	<b>CIRCUM one-day Workshop 2</b> This will be the second in a series of high-end one-day workshops that will be relevant to senior professionals in our industry. Dates may change.	1	
<b>June</b> 28th-30th	<b>Investigative Journalism Summer School</b> CIRCUM has been able to secure a number of places at a reduced fee for its members at the Centre for Investigative Journalism's summer school. Early registration advised.	3	London, UK
<b>August</b>			

<p><b>September/ October</b></p>	<p><b>CIRCOM one-day Workshop 3</b> This will be the third in a series of high-end one-day workshops that will be relevant to senior professionals in our industry. Dates may change.</p>	<p>1</p>	<p>TBC</p>
<p>End <b>September/ October</b></p>	<p><b>Editorial Management in a changing media environment</b> The training focuses on the importance of role of newsroom editors as the driver of change and the skills needed to be able to manage and coach reporters in the shift from broadcast to platform independent 24/7 journalism. Maximum of 10 newsroom editors.</p>	<p>3</p>	<p>TBC  2 trainers</p>
<p>End <b>October/ November</b></p>	<p><b>'Life after TV': storytelling in new formats (# 2)</b> Building on top of the innovative training session to be held in Budapest this October, newsroom managers will be taught which new online storytelling formats are available to them, and what portion of the audience they can reach through them. Content producers, trained in another group, will be taught how to produce these new formats and both groups will be working together in two virtual newsrooms to competitively cover an actual event using the newly learned skills. 8 journalists/content producers and 6 newsroom managers.</p>	<p>3 + 2</p>	<p>European Youth Centre (CoE), Budapest, Hungary  4 trainers</p>
<p><b>December</b></p>	<p><b>CIRCOM One-day workshop 4 Training strategy...</b> The purpose of the meeting is to compare training strategies among member stations and to gather professionals that belong to our network and give them the opportunity to discuss their experiences together. Participants would compare their approaches and get specific about, for example, the contents of their training programmes, their equipment and implementations or the innovations they are particularly proud of.</p>	<p>1</p>	<p>Université France Télévisions, Paris</p>

Suggestions for one-day workshops are about fake news, elections coverage and full service regional broadcasters. Members are invited to suggest topics for the one-day workshops.

### **Public Affairs and Networking**

CIRCOM Regional has been involved in 2017 in coproduction projects with the Audiovisual Unit of the European Parliament (EP) and in training projects with the DG Regio of the European Commission. Other sponsors are: the Council of Europe (Investigative Journalism category of the Prix CIRCOM) and the European Committee of the Regions (Investigative journalism category and Europe category, respectively.)

Other institutions we are in touch with are the European Audiovisual Observatory (EAO), the European Broadcasting Union (EBU), Public Broadcasting International (PBI), the DG Connect of the European Commission, the Assembly of European Regions (AER), the Intergroup for Traditional Minorities, National Communities and Languages of the European Parliament and some European consultancies.

In 2018 CIRCOM Regional intends to keep this relations framework and to extend the one with the EP to the field of training and the one with DG Regio to the field of coproductions if our application to their call for proposals 'Citizenship of EU Regions' is successful. Other collaborations will be considered with media organisations, especially those non-profit ones which work in fields like media development or journalism quality.

### **Coproduction**

Through its coproductions, CIRCOM is creating unique opportunities for European regional stations to work together, despite the differences in language, cultural background, editorial approaches and TV formats.

The ongoing CIRCOM strategy for coproduction and exchange is based on the principle that CIRCOM coproduction and exchange will remain as one of the main objectives and benefits for CIRCOM members. Facilitating coproduction and exchanges, or transfer of best practice and skills in the fields of coproduction of European wide projects, as well as development of technical exchanges, translation and subtitling, are the main lines of this strategy.

It is clear that the momentum generated recently promises to achieve significant scale over the next years. The coproduction activity plan encourages bilateral co-operation between stations and especially co-ventures between several stations in different countries. And, of course, CIRCOM coproduction

respects the main rules of public journalism: impartiality and respect of pluralism; no incitement to hatred or racism and exclusion.

The main ongoing coproduction project, the Citizenship project, started in 2013, is a success story of which CIRCOM may be proud. The activity started with 7 members, nowadays reaching 14 members. More than 500 stories made by the members in complete editorial independence were broadcast in 17 countries and reached up to 40 million viewers.

The activities were also coordinated with other CIRCOM undertakings such as Prix CIRCOM, Annual Conference, Training and Public Relations. The co-financing system with European institutions for an average of more than € 300,000 a year since 2013, a global amount of € 1,250,000 is of huge benefit for the association, for the participating members, but also for all CIRCOM members which can use the material free of charge, participate in the training sessions or send more representatives to CIRCOM activities.

With the support of the European Parliament for the 5 first actions, CIRCOM is now well known for this project in all European institutions, and by worldwide associations, who have invited CIRCOM to present the project on three continents. In 2017/2018, CIRCOM started to widen possible financial support for its coproduction strategy. Any financial support for which CIRCOM applied or would apply needs to ensure complete editorial independence, above all, and not compromise the financial structure of the association.

# CIRCOM Budget 2018

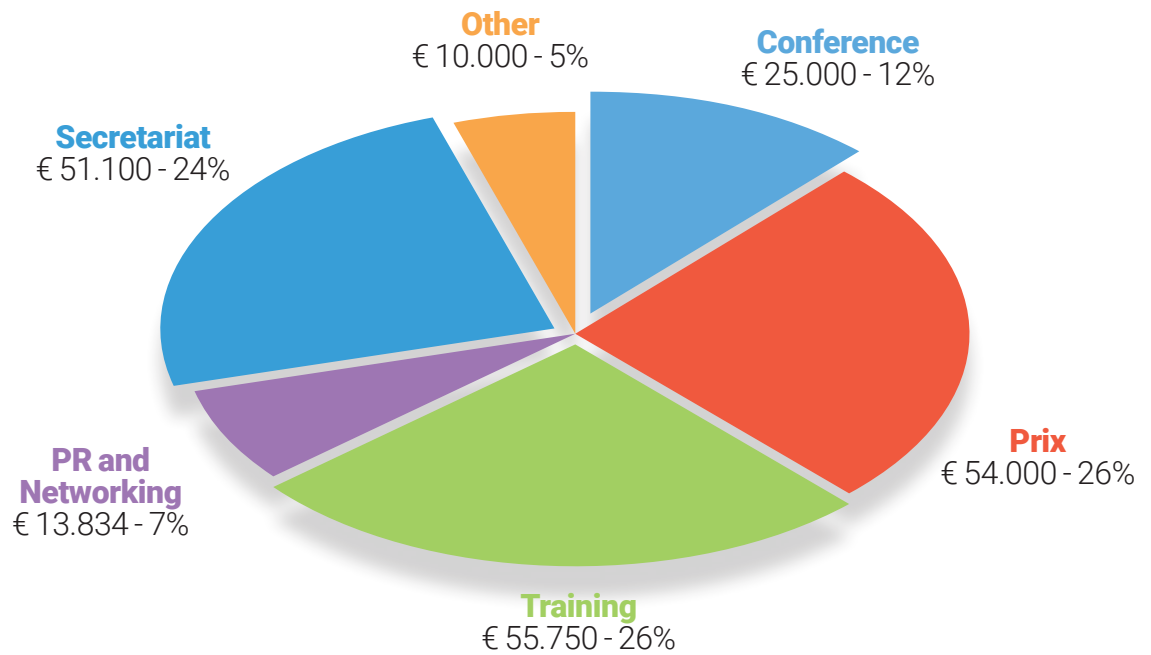
CIRCOM's main activities are funded by the annual membership fees, sponsoring and from CIRCOM savings. For 2018, the Annual Assembly approved at its meeting in May 2017 a budget of € 209,684 from which € 30,550 comes from CIRCOM reserve position for covering risks.

## CIRCOM Regional financial budget 2018

	2017	2018
<b>REVENUES AND EXPENDITURES</b>		
<b>Revenues</b>		
Membership fees	126.250	125.134
Sponsor Prix	41.000	54.000
Other	0	0
	<b>167.250</b>	<b>179.134</b>
<b>Expenditures</b>		
Conference	25.000	25.000
Prix Circom	41.000	54.000
Training	47.150	55.750
Public relations and networking	14.500	13.834
Secretariat	51.150	51.100
Other	19.000	10.000
	<b>197.800</b>	<b>209.684</b>
<b>Result activities</b>	-30.550	-30.550
Provisions from savings	30.550	30.550
Result end year regular activities	<b>0</b>	<b>0</b>
<b>Projects</b>		
Revenues on Projects	183.094	190.000
Expenditures on Projects	183.094	190.000
<b>Result end year Projects</b>	<b>0</b>	<b>0</b>
<b>RESULT END YEAR OVERALL</b>	<b>0</b>	<b>0</b>

## CIRCOM Regional Expenditures 2018

The total income from membership fees for 2018 is budgeted at € 125,134. Compared with 2017, the fees for 2018 are raised by the annual EU Harmonised Index of Consumer Prices (HICP) available in November 2017 (1.8%). CIRCOM Regional Annual Assembly approved a reserve position for risks of about € 600,000 to cover potential financial uncertainty.



# The organisation

The management structure and administration of the Association is:

- » An annual meeting of Members as the Annual Assembly which has ultimate authority for the management of the Association, and to which the European Board, where all the member countries are represented, shall report for all its activities;
- » Ordinary sessions of the European Board, usually twice per year, to consider any matters of activity, finance, governance or procedure not reserved to the Annual Assembly, and to which the Directorate and the Executive Committee shall report for all their activities;
- » A Directorate which undertakes the legal authority for the Association and which comprises the President, the Secretary General and the Deputy Secretary General, reporting to the European Board for the day-to-day management of the Association;
- » An Executive Committee comprised by the Directorate and six further representatives of media members, which manages the activities of CIRCOM Regional and provides support for the Directorate as opposed to the European Board, which has a more related role to scrutiny and governance.

The composition of the Executive Committee in 2018:

Function	Name	Country	Term
President	<b>Tone Kunst</b>	Norway	since May 2016
Secretary General	<b>Fernando R. Ojea</b>	Spain	since 2016
Deputy Secretary General	<b>Françoise Erb</b>	France	since May 2017
Member	<b>Jyri Kataja-Rahko</b>	Finland	since 2016
Member	<b>Mile Boca</b>	Serbia	since Nov. 2017
Member	<b>Christina Ågren</b>	Sweden	since 2016
Member	<b>Zoran Medved</b>	Slovenia	since 2017
Member	<b>Jane Birch</b>	United Kingdom	since 2017

## Secretariat

The Secretariat acts as the office of the Secretary General and the office of the Deputy Secretary General, working to those positions to ensure prompt and effective management of the Association. Currently, support services of Office Manager, Finances, IT support and online communication are based in Zagreb (mainly in HRT) and Office Manager in Strasbourg (France 3 Alsace). The services provided relate to administration, book-keeping, budget creation and annual accounts and web and technical support - including to the Prix - and administration, training coordination, coproduction coordination and

relations with the European institutions and other international organisations relevant for the effective management and promotion of CIRCOM Regional.

The Networking Manager supports projects, training and the two secretariats in communication within the organisation and enhances the feel of a real network that connects people. The Networking Manager is currently based in Helsinki.

To contact CIRCOM Regional, see the website: **[www.circom-regional.eu/contact](http://www.circom-regional.eu/contact)**.



# Annex 1

## Composition of the European Board, Member Countries and National Coordinators

Country	Name	Broadcaster	Functions
Albania	Kleart Duraj	RTSH	EB
Austria	Gerhard Draxler	ORF	EB
Belgium	Alexandre Pletser	RTBF	EB
Bosnia & Herzegovina	Leila Babović	BHRT	EB
Bulgaria	Juliana Toncheva	BNT	EB
Croatia	Gordana Škaljac Narančić	HRT	EB
Czech Republic	Vladimir Stvrtna	ČT	EB
Denmark	Esben Seerup	TV2	EB
Estonia	Maxim Tuul	TTV	EB
Finland	Jyri Kataja-Rahko	YLE	EB, EC
France	Jean-Marc Dubois	France Télévisions	EB
Georgia	Giorgi Gachechiladze	GPB	EB
Hungary	Ildiko Komaromi	MTVA	EB
Ireland	Michael Lally	RTÉ, TG4	EB
Italy	Micaela Panella	RAI	EB
FYRO Macedonia	Gena Teodosievska	MKRTV	EB
Montenegro	Lidija Stanišić	RTCG	EB
Netherlands	Marcel Oude Wesselink	RTV Oost	EB
Norway	Tone Kunst	NRK	EB, EC, <b>President</b>
Poland	Wojciech Malinowski	TVP	EB
Portugal	Carlos Maio	RTP	EB
Romania	Elena Spanily	TVR	EB
Serbia	Milorad Lapčević Mile Boca	RTS RTV	EB EB, EC
Slovakia	Marta Gajdosikova	RTVS	EB
Slovenia	Zoran Medved	RTV SLO	EB, EC
Spain	Antonio Virgili	RTPA, CRTVG, EITB, EPRTVIB, RTVCyL, CARTV, CCMA, RTRM	EB
Sweden	Christina Ågren	SVT	EB, EC
Switzerland	Michele Ferrario	RTSI	EB
United Kingdom	Jane Birch	BBC	EB, EC
<b>Individual members</b>			
United Kingdom	David Lowen	ITVMC	EB, Prix CIRCOM Regional
Sweden	Johan Lindén	SVT	EB
<b>Secretary General</b>			
Spain	Fernando R. Ojea	CRTVG	EB, EC
<b>Deputy Secretary General</b>			
France	Françoise Erb	FTV/France 3 Alsace	EB, EC
<b>Vice President</b>			
Netherlands	Klaas Geert Bakker	Omrop Fryslân	EC

