

regional CircomTV

Regional Television · Regionales Fernsehen · Télévisions Régionales
376 TV-Stations in 38 European Countries

18th Annual Conference of Circom regional

18. Jahreskonferenz · 18e Conférence annuelle

Potsdam May 30th – June 2nd, 2000

Potsdam 30. Mai – 2. Juni, 2000 · Potsdam 30 Mai – 2 Juin 2000

Conference Location · Konferenzort · Lieu de conférence

Ostdeutsche Sparkassen Akademie (OSA), Potsdam / Germany

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Radio & TV

 ORB

18th Annual Conference of Circom Regional

Potsdam

(May 30th - June 2nd 2000)

- prof. Albert Scharf, President, European Broadcasting Union:
Public Broadcasting in the digital era
(Opening Keynote, 18th Annual Conference of CIRCOM)
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18th Annual Conference of Circom Regional
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prof. Albert Scharf, President, European Broadcasting Union

Public Broadcasting in the digital era
Opening Keynote, 18th Annual Conference of CIRCUM

30. May 2000, Potsdam

Globalisation is the catchword of these years. Everybody being particular about his appearance and image goes 'global', proud of global alliances, jumping into gigantic mergers, the bigger the better, for global markets – and we have come together under the label 'regional'!

What a strange contrast, isn't it – or is it not? Do we live in our times or are we hopelessly behind, outdated, shaken off by all trends in all industries including the media after the digital revolution linking the entire world to the "global village", Marshall McLuhan has been predicting us exactly for the development of technology we are confronted with?

To make things worse and our gathering even more contradictory: we speak of Public Broadcasting in the digital era whereas the magic information age as defined and provided by digital technology seems to be the paradise for free marketers, a totally liberalised, deregulated open market aiming at and enabling individual free choice, at individual communication on demand rather than good old masscommunicative broadcasting, in other words haven't we entered a media world which has outstripped all those objectives, values, structures and regulations Public Broadcasting traditionally has been based and dependent on?

My answer to both questions is, perhaps not very surprisingly: no, there is no contradiction, on the contrary: Public Broadcasting is not at all outdated, it is more necessary than ever to the benefit of society and for the individual, for the citizen, which he remains against all efforts of the digital industry to make him a mere, but homeless user of global networks, a 'netizen' rather than a member of a civic society.

And the more global offers of information and entertainment grow, the more world wide nets

are trying to catch the individual as a consumer, the more the desire increases to find a firm stand in one's own environment, not to lose track in the intransparent flood of bits and bytes appearing on the display by a mouse click.

What the prophets of the new information age so obsessively are dreaming of are visions and hopes. Visions, however, visions, dreams and hopes not seldom turn into illusions. Reality is different.

Reality, e.g., is the fact that Public Broadcasting in most European countries is still a major player on the audiovisual field, an effective and irreplaceable element of social communication. Wherever Public Broadcasters are given the necessary political and financial structures and support they prove to be successful, they regained impetus, reestablished reputation and enjoy even growing acceptance in the public. Times, of course, have changed under the impact of new technologies, monopolies have been abolished, Public Broadcasters had and have to change too, they have to live with competition, fierce, demanding competition. But were they learned to open themselves to the new environment and to play their specific role in a changed environment with creative fantasy, with determination and strength, they not only survived but are recognised as a necessary part of a society's, a nation's social communication and culture.

Whatever the definition of Public Service Broadcasting is, one basic element of the Public Broadcasting mission certainly is: it is intended to be a media service addressed to the general public, a service for everybody - poor or wealthy, less or better educated, in big cities or tiny villages. Consequently Public Broadcasting has to use all methods to reach everybody, taking into account the everybody's changing habits to use and consume the media. By tradition, driven by technical progress, there has been a consistent way for Public Broadcasting from mediawave radio to digital multimedia technology.

One of the threats to Public Broadcasting's future would be to cut it off from new technologies. And throughout the history of Public Broadcasting in Europe once and again until these very days there were attempts undertaken to limit Public Broadcasting to pre-existing means of distribution and to exclude them from new media tools. What would have happened if Public Broadcasters would have been prevented to use FM-frequencies in addition to medium waves, to change from black and white TV to colour or to use satellite and cable distribution?

But: all those attempts failed. A strong public opinion and wise political judgement always fought for this unique media concept, for massmedia, responsible to the general public rather than dependent on shareholders' private interests. The most recent example of this fundamental point of view is a resolution of the European Union's Council of Ministers of last year, where the supreme governing body of the EU noted and reaffirmed

- that the fulfilment of the Public Service Broadcasting's mission must continue to benefit from technological progress;
- that broad public access, without discrimination and on the basis of equal opportunities, to various channels and services is a necessary precondition for fulfilling the special obligation of Public Service Broadcasting;
- that Public Service Broadcasting has an important role in bringing to the public the benefits of the new audiovisual and information services and the new technologies;
- that the ability of Public Service Broadcasting to offer quality programming and services to the public must be maintained and enhanced, including the development and diversification of activities in the digital age;
- that Public Broadcasting must be able to continue to provide a wide range of programming in accordance with its remit as defined by the Member States in order to

address society as a whole; in this context it is legitimate for Public Service Broadcasting to seek to reach wide audiences.

- end of quotation –

In these few sentences all the support is expressed we need to play our role: participation in new technologies as well as structural authorisation to new services and their appropriate financing and the recognition that we must strive for mass appeal too, not being limited to esoteric minority programming, to highbrow elitist programme which commercially do not sell.

This resolution is fully in line with a great number of other political documents by the European Union, the Council of Europe and the European Parliament issued over the last few years.

In midst the digital turmoil seemingly tending to an indefinite market for individual communication this clear and determined political support for a dynamic and future-orientated role of Public Broadcasting may seem somewhat amazing. But – above all principal convictions – it just realises the realities. In the preamble to a Protocol of the Amsterdam Treaty, the Member States of the European Union rightly consider "that the system of Public Broadcasting in the Member States is directly related to the democratic, social and cultural needs of each society and to the need to preserve media pluralism".

It is the traditional and not at all outdated task of Public Broadcasting to respond to this need by consistent and reliable instruments of communication in the traditional range of broadcasting, i.e. providing information, education, culture, entertainment, all in highest professional quality and seriousness, open-minded, unbiased and independent of any one-sided dominance, be it social or economical, political or private. Pure individualised communication conceals the risk of social, societal fragmentation, of a new division of citizens in information – "haves" and – "have-nots", leading to diversities detrimental, if not fatal, to a democratic society which is based on a continuously ongoing open public dispute on all matters of public concern between all citizens. This exactly has been and is what Public Broadcasting takes care of.

It would be an understandable step back into the early 19th century's class-society limiting democratic participation to a fragment of society if such masscommunication would not be preserved. Content of interest, relevance and importance to society as a whole must continue to be available to the entire population, via free-to-air broadcasting which reaches the highest possible proportion of the population and by all technical means reaching the general public. To carry on, to stimulate this process of forming a public opinion is a central facet of the Public Broadcasting remit. Public Broadcasters must be guarantors of this process, which cannot be left to the accidentalnesses of a free market alone. Public communication must not depend on the question whether an audiovisual offers sells well or at all, whether it is profitable for shareholders or not. The decisive question is whether such offers are of relevance for society, democracy and culture.

The more information would become a mere merchandise, the more the integration of society would be at stake. On the other side an efficient public media system as part of the media landscape could stimulate gravitating forces on the markets to converge to greater plurality of content and to better quality. An information society without manifold socially relevant content from various different sources would not be worthy of the name.

Public Broadcasters, of course, have to restructure their offers according to the audience's

interests and habits as they did in the past, diversifying their programmes from one single radio menu to a variety of pondered programmes in radio and television, mass attractive as well as minority-minded. They, of course, have to adapt to a certain extent to the market too. Their programmes they must be accepted, heard and seen. But they must not lose their profile and soul. In all necessary changes their real chance lies in their mission, which, while seemingly a handicap, is a unique selling point too on a market which neglects contrary to still vast audience's wishes more and more the needs and values Public Broadcasting stands for, being vital for a democratic and culture-minded society.

Public Broadcasting must remain an offer to everybody and accessible by everybody. This is a consequence of the Public Broadcasting concept and of the mode of financing e.g. by general licence fees. This is why, e.g. I don't think Public Broadcasting should enhance their offers by on demand or other pay-offers thus undermining their mission to the general public and their financial basis.

This, however, does not mean, that all the commodities and miracles of digital technology are of no relevance for Public Broadcasting. Digital TV is not just PayTV. Digital technology helps too to compound and combine various programmes in an integrative system and to open such net-offers for individualised use without additional payment. So it is a highly interesting tool to fulfill the Public Broadcasting Mission with an offer to everybody on much more individualised ways without excluding anybody interested. So it is not too amazing what insiders know: Public Broadcasting is up to the time, they are again amongst frontrunners of new technologies as they always have been throughout their history.

Public Broadcasters are well-trained in using new technologies to improve their services and to economise their expenditure. They are used to be early-adopters and they have a reputation in participating in, if not initiating new technologies. So it could not be a surprise that they followed closely the development of digitalisation from the very beginning. Many a step in this process had been a result of broadcasters' research, e.g. in the context of data compression. Accordingly Public Broadcasters started very early to go digital, in production and distribution.

In many European countries public-service TV-programmes already now are distributed in analogue and digital technique via satellites and cable; digital audio broadcasting (DAB) is about to become a regular service; terrestrial digital video broadcasting is on its way and on-line-services supplement and enrich the core off-air offers of Public Broadcasters.

But what are all these technical toys good for? The value of a communication market finally depends on the contents it offers. Apart from all political, regulatory and technical aspects the real crucial problem of the digital age of communications will be content.

Expressions like "Content is king", "content is the bottleneck" are meanwhile common places. Nevertheless it is true – what shall all these bits and bytes carry on to the consumer, to audiences and individuals around the world? Public Broadcasters are highly experienced and recognised content provider, successful providers of content of social and cultural relevance in an extreme broad bandwidth of subjects and formats, content providers aiming at their audiences. And under this aspect the seemingly contradictory case "global vs. regional" finds its dissolution. Going regional is an appropriate, a necessary answer to the euphoric slogan "going global". Globalisation is not just a label for economical and technical developments and targets. In the media globalisation means a levelling mania with regard to contents – the same stories, series, formats, environments, protagonists all around the world.

For the audiovisual world globalisation of the distribution systems and the explosive increase

of technically possible offers unavoidably lead to globally amortised content too: the same contents everywhere. Unique selling products, exclusive events, formats and stars will become extremely expensive on a highly competitive market, still more than now and unaffordable for the average content provider. Horizontal and vertical global conglomerates will buy out the market. The degree of media concentration will, despite all intended deregulation of the markets and regulatory control, grow further. Even the so far most powerful European media and telecommunication enterprises are entering into new alliances amongst themselves and world wide. All that limits competition and plurality.

At present already there would not exist any real, effective media competition in Europe without the market-force of Public Broadcasting. And Public Broadcasting must remain able to compete. Otherwise competition and plurality in the media would be reduced to clever arrangements of very few private superplayers.

The Public Broadcasters' specific advantage in the globalizing media world is their well experienced commitment to and relationship with the national, regional, local environment, to the audience near at hand. They know about the broad range of issues of social, cultural and human relevance their respective audiences are really interested in and asking for. European audiences remain national and regional audiences by history, language and mentality. Those audiences will appreciate more than ever programmes devoted to their actual concerns, their daily life, to their mentalities and habits as a most welcome counterpoint to the "global village". They are not so much interested in the bicycle having fallen down in China, but in what happens in their own environment next door, or only if the collapse of the Chinese bicycle has an impact on their lives, their jobs, their pensions, on what is part of their people's, their region's culture, economy, politics or sports. For them these are the issues of communicative necessity, not to be found in the mega-treasures of the global village, if not national or regional providers bring them into the web. Their primary interest is a domestic one.

The vision of Marshall McLuhan is for the individual in England, Scotland, Wales, in Norway, Poland, Brandenburg, Bavaria, Slovenia or Sicily not more than a virtual effect, an artificial world where he actually is not at home and which to his own life is as distant as ever. In particular Europe, as we all know, lives of its historical and cultural plurality. Europe is a continent of regions under whatever uniting, but virtual umbrella of occidental civilisation but with distinct diversities and particularities which for the communication process are essentials and which therefore for Public Broadcasting are a must. CIRCUM gives the evidence how European Broadcasters are conscious of these fundamental realities. And all national broadcasters of 50 countries assembled in EBU by all their domestic experience know that going regional in addition to all necessary national programmes and efforts is of vital importance – for society and for Public Broadcasting. Regions constitute the national identity all over Europe.

Serving regional audiences and interesting distant audiences for regional concerns or beauties all around in Europe is part of the Public Service Remit in Broadcasting. And it is a promising challenge and a great chance for Public Broadcasting just now in this moment of communication history: to ensure people on their individual existence, future and human integrity, giving them the feeling that they count as members of the society they live in, not just as buying consumers, not just as objects of global marketing strategies. I'm sure that we widely agree upon such thoughts and principles. It is in that sense of solidarity that I convey to your annual assembly the very best wishes of EBU.



CIRCOM regional

The European Association of Regional Television

Announcement to the Press

May 1st 2000

International Media Conference for Four Days in Potsdam

350 Journalists from 38 Countries Meet to Discuss the Digital Future

What will television look like in the next decade? Who will design it and who will watch it? These are the questions which 350 TV journalists from 38 European countries will be discussing, when they meet at a four-day media conference in Potsdam in late May/early June, at what will be Germany's largest event of this kind yet.

The participants at this conference will be television journalists and technicians from the world's largest association of regional television stations, a group of professionals bearing the little-known name "CIRCOM regional" who have been active for the past two decades as a parallel organisation to the very well-known "European Broadcasting Union" (EBU). The association is concerned mainly with cross-border programme cooperations, practical training seminars, as well as the development of television tech-nology and general media political questions.

Since CIRCOM regional was founded in 1983, all ARD television stations have been members of this media association. For the past year, its president has been Reimar H. Allerdt, a documentary journalist working for the TV of Bayerischer Rundfunk (BR).

The meeting in Potsdam will deal specifically with "the role of public service broad-casting in the digital era", as well as "the interaction of regional television reporting and regional identity", the "economic, social and commercial implications of digital tech-nology" and with "methods and goals in future-oriented journalist training".

One whole day will be dedicated to the development of the media in Southeast Europe, a region which, because of its historical and political development, is finding it difficult to accept independent, democratic journalism as a fundamental element of modern social and government order. The conference organisers believe that future of Southeast European countries will depend on the way in which independent journalism is allowed to develop as an accepted fact of public life in the region.

CIRCOM regional has made a significant proposal for media aid to the Balkan region in the form of a so-called "Partnership Project for Southeast European Television". The Stability Pact

has already added this project to the list of "Lightning Projects" it considers worthy of sponsorship; and the project has also found support in the German government's press and information office.

The "Partnership Project" is designed to encourage cooperation of journalists from Southeast Europe and colleagues from mid- western and northern European countries. It is intended as a guideline with the goal of implementing and supporting public service broadcasting stations within the countries of Southeast Europe, within the framework of a dual system in which public service broadcasting can compete freely with private television stations.

From its own television station based in the border region of Southeast Europe, the editing team will produce a daily set of programmes lasting several hours, designed especially for the countries of Southeast Europe commonly known as the Balkan Region, and broadcast via the European Union's "Eutelsat" satellite. The project will allow all non-privately funded stations in the region to take over high-quality television programmes free of charge.

At the same time, the project will offer television journalists from Southeast Europe the possibility of further training through "learning by doing". Participants at the media conference in Potsdam will discuss details of the "Partnership Project for Southeast European Television" after which the implementation phase will begin.

The "Partnership Project for Southeast European Television" will thus create Europe's first truly international public service broadcasting television station. Indeed, this is a world first for this form of organisation, which heralds a new future and guideline for the European media landscape within the framework of a dual system.

The Media Conference in Potsdam is lucky to be able to welcome experts from the United States of America, including Professor Joffrey Cole from the Media Institute of the University of Los Angeles, a respected media consultant within the Clinton administration. Scientists and employees of television stations from all countries of Southeast Europe will be strongly represented; and the conference organisers have received confirmation of participation from representatives of various institutions in Brussels, the European Commission, the European Parliament, the Council of Europe, Regional Committees, the German government in Berlin and the Brandenburg Local Assembly. The conference will be opened by Professor Albert Scharf, Director General of the Bayerischer Rundfunk, in his capacity as president of the "European Broadcasting Union".

One week before the conference opens, 55 young television journalists will take part in the largest training seminar yet organised by CIRCUM regional. There will be prizes for the best productions by regional television stations: eight programmes will win a "Prix Circum Regional", with prizes totalling DM80,000. The "Ostdeutscher Rundfunk Brandenburg" (ORB) is just one of the European television stations which will be receiving one of these attractive trophies.

Hosting the 18th Annual Conference of CIRCUM regional, as the event has been officially named, is the "Ostdeutscher Rundfunk Brandenburg" (ORB), on behalf of the ARD ("Arbeitsgemeinschaft Deutscher Rundfunkanstalten"). The conference will take place at the "Ostdeutsche Sparkassenakademie" (OSA, The Saving Bank Academy of East Germany) in Potsdam. The Brandenburg Regional Government will hold a reception for conference delegates, and the conference itself will end with a visit to the restored German capital and a reception by the mayor in the city hall.

The conference will begin in the conference centre of the "Ostdeutsche Sparkassen-Adademie" in Potsdam on Tuesday, 30 May 2000, at 09.30 hours and will end on Friday, 2 June 2000.

Contact Addresses:

CIRCOM regional, Conference Office, Mrs. Karin Schmid, c.o. "Ostdeutsche Sparkassen Akademie", Am Luftschiffhafen 1, Potsdam, Tel.: 0331 – 907 –6200

CIRCOM regional, Office of the President, c.o. Bayerischer Rundfunk, Munich, Tel.: 089 – 3806 – 6035, Fax: 089 – 3806 – 7626, E-Mail: real.circom@gmx.de

"Ostdeutscher Rundfunk Brandenburg", August-Bebel-Allee 26 – 52, Potsdam, Dr. Brigitte Wauer, Mr. Frank Liers, Tel.: 0331 – 731 - 3720

CIRCOM regional, General Secretary, c.o. RTV Slovenija, Ljubljana, Tel.: 00386 – 61-133 40 64, Fax: 00386 – 61 – 131 91 71, E-Mail: circomr@rtvslo.si

Press announcement written by Reimar H. Allerdt, c.o. Bayerischer Rundfunk, television, Tel.: 0049 -89 – 3806/5182/6035, Fax: 0049 – 89 – 3806 / 7626

Prix Circom Regional 2000

Prix Circom regional 2000, Potsdam, prize giving ceremony (RealVideo)

The winner of the Grand Prix of Circom Regional for Documentaries, worth 9000 euros, is **And With The Storks Comes Spring** from TVP Gdansk - the local station of the Polish sea-port. The programme studies the struggle of the people of the city to come to terms with new financial cultures.

The winner of the Grand Prix of Circom Regional for News, also worth 9000 euros, is BBC Midlands in England with its news programme which featured the announcement of the **closure of the Rover car factory by BMW.**

The winner of the Europe Matters is **The Fall of the Wall** by ORB Postdam and of the Cross Border section, **The Lagan Story** by TG4 Ireland, with co-winner **EURO 3** by France 3 Nord. The New Technology Award is won by the magazine programme **IRCAD** from France 3 Alsace and the Most Original programme is TV Midt-Vest of Denmark's TV 2 channel with **Pictures From West Jutland.**

There were 136 entries from 75 TV stations in 25 European states in the six categories: the Grand Prix for both News and Documentary, Europe Matters (sponsor European Parliament), Cross-Border programmes (sponsored by the EC Regional Policy Directorate), New Technology (sponsored by ISPO) and an award for the Most Original entry (sponsored by France 3). The awards will be presented at the conference in Potsdam at the end of May.

David Lowen, chairman of the judges said: *'We are delighted by the quality and range of the programmes we have seen. Some are very good. They prove that brilliant and important programmes can be made in all regions of Europe.'*

The chairman of the Documentary judges was Olivier Brumelot (France 3 Nord, Pas de Calais, Picardie). The chairman of the Europe Matters and Cross-Border awards was Dr Jurgen Hassel (WDR Koln) and the chair of the News and New Technology awards was Kathy Nelson (BBC London), The chair of the France 3 award was Charles White (EC Regional Policy).

The other judges were Dr Alfred Dickermann (ORF Karntnen), Svein Prestvik (NRK), Per Eric Nordquist (SVT), Miodrag Ilic (RTS), Branko Lentic (HRT), Zoran Medved (RTVS), Eva Zombori (MTV), Eelco van den Kerckhoff (TV Noord), Marie-Paule Urban (F3), Qadar Baksh (ERT), Jerzy Boj (TVP), Christel Hinrichsen (BR Munich).

The judging was in Klagenfurt, Austria.

PRIX CIRCOM REGIONAL: AWARDS LIST

GRAND PRIX CIRCOM REGIONAL: DOCUMENTARY

Winner	And with the Storks comes Spring	TVP Gdansk Poland
Commendations	The Way I Look at You - Five Stories of a Driving School	TSR Switzerland
	Blood Road	SVT Lulea Sweden
	John Nilsson: Filmmaker Postman	SVT Vaxjo Sweden
	The Anatomy of Pain	ANEM/Free B92 Serbia

GRAND PRIX CIRCOM REGIONAL: NEWS

Winner	Midlands Today	BBC Midlands
Commendations	Telescope	TVP Posnan, Poland
	Election Special	BBC Wales
	Weekly Independent News	Serbia

EUROPE MATTERS

Winner	The Fall of the Wall	ORB Potsdam Germany
Commendations	What Election?	Carlton Broadcasting: West Country region, ITV England
	North of Westminster	BBC North Leeds, England

CROSS BORDER

Winner	The Lagan Story	TG4 Ireland
Co-Winner	Euro 3	France 3 Nord Pas de Calais
Commendations	Back To Berlin	ORB Potsdam
	Who Wants To Be A Millionaire?	BBC Northern Ireland
	Distress and Desires	NRK Troms Norway

NEW TECHNOLOGY

Winner	Sunday Magazine	IRCAD France 3 Alsace
Commendations	Magazine ETA	Lithuanian TV

SPECIAL AWARD OF FRANCE 3 (ORIGINALITY)

Winner

Pictures from West Jutland

TV Midt-Vest Denmark

Commendations The Way I Look at You - Five
Stories of a Driving School

TSR Switzerland

CIRCOM regional 18th Annual Conference

Potsdam, Germany
May 30, 2000 - June 2, 2000

Conference Programme State of March 21, 2000 Final Concept

Location:	Ostdeutsche Sparkassen Akademie (OSA) Am Luftschiffhafen 1 D-14471 Potsdam Tel.: 0049-331-907-8034
Main Conference:	Tuesday, May 30, 2000 - Friday, June 2, 2000
Expected:	300 - 350 Participants
Training-Seminar: Expected:	May 21st - June 2nd, 2000 40 - 50 Trainees
CR's Executive Committee:	Sunday, May 28th, 2000
CR's European Board:	Monday, May 29th, 2000

1st Day

I.	Tuesday, May 30	Regional Television on the Way to a Digital Society
1.	09.30 - 10.15 a.m.	Opening Ceremony (Plenary)
2.	10.15 - 10.45 a.m.	General Address: "The Future of Regional Television" (Plenary)
.	10.45 - 11.00 a.m.	Coffee Break
3.	11.00 - 12.30 a.m.	"The Digitalised Society Needs Public Service Broadcasting" (Hearing - Plenary)
.	12.30 - 02.00 p.m.	Lunch

4.	02.00 - 04.00 p.m.	"Economical and Social Implications of Cyber-TV-Technologies" Experiences - Strategies - Visions (Hearing - Plenary)
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5.	02.00 - 04.00 p.m.	Programme Cooperation (Coproductions with Europ. Institutions) (Hearing) The ISPO-Project: The Future of the Information Society (Copro) Responsible: Boris Bergant
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.	03.30 - 03.45 p.m.	Coffee Break
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6. 03.45 - 04.45 p.m.
"CR-Member-stations and their Experiences with Cyber-TV-Technologies"
(Hearing)

7. 03.45 - 05.30 p.m.
"Regional Television ensures Regional Identity"
(Hearing - Plenary)

.05.30 - 06.30 p.m. **Happy Hour** (Foyer of conference center)
CIRCOM responsible: NN
Local responsible: Frank Liers (ORB), Spanish Chamber of Commerce

.05.30 - 05.45 p.m. **"Today and Tomorrow"** (a daily conference TV-news-programme/ responsible: Marija Nemicic)

07.00 p.m. **PRIX CIRCOM REGIONAL** (Pricegiving) & Dinner Buffet
CIRCOM responsible: David Lowen
Local responsible: Frank Liers (ORB)

2nd Day

II. Wednesday, May 30th "Lifelong Qualification: Training Today and Tomorrow"

1. 09.30 - 10.00 **Opening Address: "No Chance Without Lifelong Qualification"** (Plenary)

2. 10.00 - 11.15 **"Training Models and Corporate Universities"** (Hearing - Plenary))

11.15 - 11.30 Coffee Break

3. 11.30 - 12.30
"Training Concepts for TV Journalists"
(Hearing - Plenary))

4. 11.30 - 12.30
"Committee of the Regions"
(Presentation)

12.30 - 02.00 Lunch

5. 02.00 - 03.30
"Future Training Concept of CIRCOM regional"
(Workshop)

6. 02.00 - 03.30
"How to Win Viewers"
(Hearing - Plenary)

03.30 - 03.45 Coffee Break

7. 03.45 - 04.45 p.m.
"CR's Training: The Trainees of 2000"
(Discussion - Plenary)

9. 03.45 - 04.30 p.m.
"CR Publications and CR Homepage"
(Workshop)

8. 04.45 - 05.30 p.m.
"Prix CIRCOM: The Winners"
(Discussion - Plenary)

10. 04.30 - 05.30 p.m.
"Programm Co-operation"
(Workshop)

.05.30 - 06.30 p.m. **Happy Hour** (Foyer of conference center) -
CIRCOM responsible: Lefti Kongalides
Local responsible: Frank Liers (ORB)

05.30 - 05.45 p.m. "Today and Tomorrow" (a daily conference TV-news-programme / responsible: Marija Nemicic)

.07.00 p.m. **Reception of the Government of Brandenburg**
CIRCOM responsible: Barbara Lewandowska
Local responsible: Frank Liers (ORB)

3rd Day

III. Thursday, June 1 "South Eastern Europe: The Quest for Democratic Media"

1. 09.30 - 10.00 **Opening Address: "Imagining the Balkans"**

2. 10.00 - 11.15 a.m.
"Media Reports from Southeastern European Countries"
(Hearing - Plenary)

3. 10.00 - 11.15 a.m.
Programme Co-operation
(Workshop)

11.15 - 11.30 Coffee Break

4. 11.30 - 12.30 **"CR's Partnership Project: Southeastern Television"** (Hearing - Plenary)

12.30 - 02.00 Lunch

5. 02.00 - 03.15 **"The Media Landscape of Southeastern Europe"**
Debate with European Politicians (Plenary)

03.15 - 03.30 Coffee Break

6. 03.30 - 04.30
"Moral? - Conscience? - Responsibility?" A Code of Ethics - Media Self Control
(Hearing - Plenary)

7. 03.30 - 05.30
"Southeastern Europe: Demand for Independent Medias" Journalists and Scientists in Discussion
(Workshop)

8. 04.30 - 05.30
"Debate on Europe"
(Presentation)

.05.30 - 06.30 p.m. **Happy Hour** (Foyer of conference center) -
CIRCOM responsible: Reimar H. Allerdt in coop. with Marketing of Lower Austria - Local responsible: Frank Liers (ORB)

05.30 - 05.45 p.m. "Today and Tomorrow"
(a daily conference TV news programme / responsible: Marija Nemicic)

.07.00 p.m. **Shipping Tour on the River Havel with Dinner Buffet on Board**
CIRCOM responsible: Grethe Haaland Local responsible: Frank Liers (ORB), Dr. Sommer (BUGA Potsdam)

4th Day

IV. Friday, June 2nd Final Plenary & Berlin Visit

FINAL PLENARY & BERLIN VISIT

Responsible CR-Organisator:

Boris Bergant / Grethe Haaland (Final Plenary)
Reimar H. Allerdt (Berlin visit)

Local responsible:

Dr. Brigitte Wauer, Frank Liers (morning programme)
Dr. Brigitte Wauer / Dr. Bobke, Partners for Berlin (Berlin visit)

Plenary:

09.00 - 10.30 a.m. 1. Final Session (Plenary)

10.30 - 01.30 p.m. 2. Trip to Berlin with Sightseeing Tour.
Organisation: Frank Liers, Bobke - Partner für Berlin, Reimar H. Allerdt

01.30 - 03.00 p.m. 3. Reception by Eberhard Diepgen, mayor of Berlin

03.00 - 05.00 p.m. 4. Shipping Tour through the City of Berlin

05.00 p.m. 5. Time for Individual Berlin Sight-Seeing Tour.

10.00 / 11.00 / 12.00 p.m. 6. Returns to Potsdam.