

## **Annual Assembly 052125**

### **6. Annex AA 052125 – Secretary General Annual Report 2024**

#### **Secretary General Annual Report 2024**

In the year 2024 CIRCOM Regional continued its activities. All the meetings were in-person meetings.

The 2024 membership fees were the same as in 2023, not increased for the inflation rate, and there was no discount on Prix CIRCOM Regional sponsorship.

#### **Nominations and Membership**

At the Annual Assembly on 22 May 2024, Eivind Undrum Jacobsen, NRK, was elected President of CIRCOM Regional and this was his second one-year term (Eivind Undrum Jacobsen was interim President from 1/10/2022 until 31/5/2023, then President from 1/6/2023 - 31/5/2024 and from 1/6/2024 – 31/5/2025).

Françoise Erb, FTV, who was Deputy Secretary General as of May 2017, retired and Anne Catherine Nanopoulos, FTV, became acting Deputy Secretary General as of September 2024.

Anne Catherine Nanopoulos, FTV, was nominated Deputy Secretary General at the Continuation of Annual Assembly on 23/11/2024.

Alexander Pletser, RTBF, stopped being National Coordinator for Belgium after 11 years.

Alexander Kumanov, BNT, became National Coordinator for Bulgaria in January 2024.

Camilla Kjems, TV2 Bornholm, became National Coordinator for Denmark in September 2024.

Ildiko Komaromi, MTVA, stopped being National Coordinator for Hungary after 13 years.

Polett Harman, MTVA, became National Coordinator for Hungary in October 2024.

#### **Budget**

The budget plan for 2024 took into consideration the subscription fees applicable for 2024 and the confirmed Prix CIRCOM sponsorships.

The outline budget for 2024 was approved at the Annual Assembly on 31 May 2023 held in San Sebastian, Basque Country, Spain.

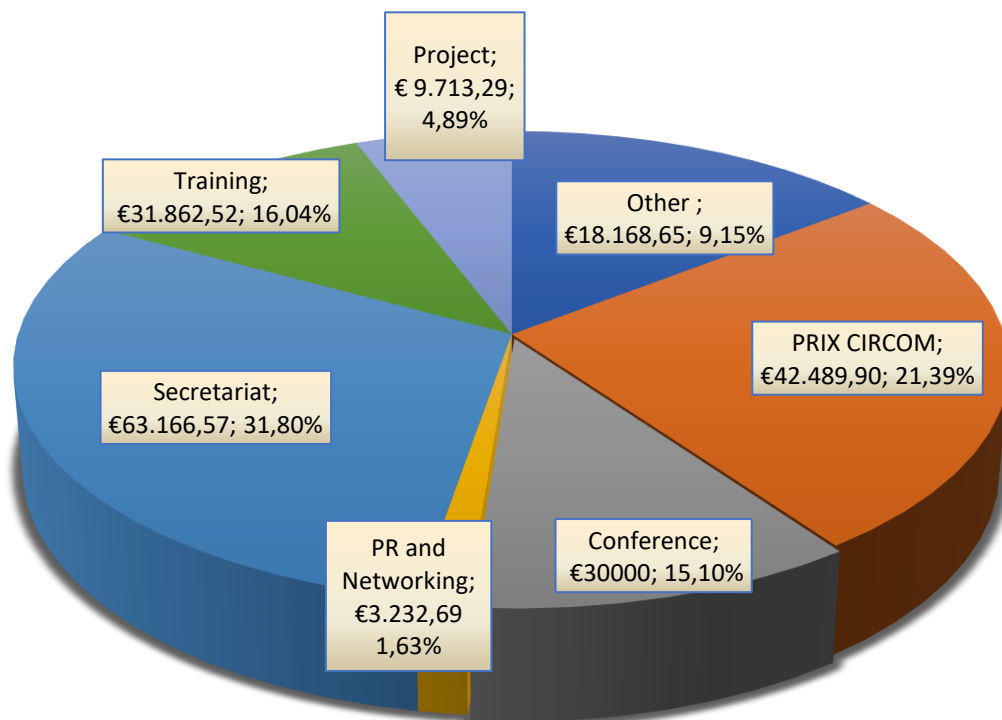
## Financing

The revenues and expenditures were within the budget and there were no unexpected events.  
 The realisation of the budget up to 31 December 2024 was:

Membership fees	157.526,87
Sponsor Prix	58.000,00
Other	<u>6.089,16</u>
	<b>221.616,03</b>

<b>Expenditures</b>	
Conference	30.000,00
Prix CIRCOM	42.489,90
Training	31.862,52
PR and Networking	3.232,69
Secretariat	63.166,57
Other	18.168,65
UVIGO – CIRCOM Project	<u>9.713,29</u>
	<b>198.633,62</b>

## 2024 BUDGET EXPENDITURES



## **Annual Conference 2024**

The 40<sup>th</sup> Annual Conference was held on 23<sup>rd</sup> and 24<sup>th</sup> May 2024 in Poznań, Poland, hosted by TVP, Regional Centar Poznań.

The theme of the Conference was: Changes and Challenges

The sessions were:

Artificial Intelligence in Journalism – Re-inventing News Workflows and Products, with Charlie Halford, BBC; AI as a Live Editorial Tool, with Janneke Bosch, Omroep Brabant; Online AI Presenter, with Rik Beekwilder, Omroep Brabant; Generation Alpha as a Completely New Type of Audience Demography in the Era of Artificial Intelligence and Algorithms, with Satu Keto, Yle; Deepfakes, with Andrea Gerli, RAI; Are There Any Limits To Using AI in Journalism?, with Lukasz Mscislowski from Faculty of Management of Wrocław University of Science and Technology, Poland;

Storytelling – Screen Stories: How to Win Viewers in the Info-besity World, with Monica Gorska.

Threats and Trolling – Harassment Prevention. How to protect journalists and minimise the effect of social and online harassment and hatred against newsroom professionals, with Sami Koivisto, Yle; Hate Speech: How to identify it and How to Fight it, with Pawel Trzskowski, Polish Radio.

Polish Revolution in public Media – Restitution of public media system in Poland, with Prof. Jędrzej Skrzypczak

Ukraine Still at War – How to Manage Teams Under Emotional and Physical Pressure During the War, with Mariya Frey, Suspilne; Experiences in Multimedia News Production During the War, with Alla Skorik, North East Hub, JSC PBC of Ukraine;

Climate Journalism – Journalism as the Key to Ecological Transition, with Anne Tézenas du Montcel, France; NRK Climate Newsroom, with Milana Knežević, NRK;

Sharing Experiences: How we Cover Consequences of the Climate Changes - Covering Drought and Heat in Spain; Covering Tornado in the Czech Republic; Covering Floods in Slovenia and Austria;

Meet Prix CIRCOM Regional Winners

CIRCOM Regional Insights - CIRCOM Regional-Uvigo Chair

There were 164 participants registered at the Annual Conference.

The Annual Conference is accessible at <https://www.circom-regional.eu/ac-hidd-mn/246-40th-annual-conference/1260-annual-conference-2024> .

## **Prix CIRCOM Regional 2024**

Prix CIRCOM 2024 categories and awards were the same as the year before: Digital Multimedia, Documentary, Entertainment and Drama, Investigative Journalism, Minorities in Society, Most Original and Innovative, Music and Arts, News Programme, News Report, Video Journalism and Young Onscreen Talent.

The sponsors were TVP, ORF, RTÉ, RTP-TVG Galicia, Council of Europe, FTV, NRK, TG4, RPO, EITB, BBC, TVR.

We do thank the Sponsors for their contribution; without the Sponsors there would be no Prix CIRCOM.

There was a change in the News Programme category in 2024 – CR member stations were asked to enter a News Programme only of 1 February 2024. The intention was to give a unique opportunity to make available and judge what was happening and what was thought important in regions across Europe in the same 24-hour period. This new rule proved very successful.

The Prix CIRCOM judging was hosted by BBC Midlands in Birmingham from 8 to 11 April 2024 with 14 judges. There were 180 entries in 11 categories from 23 countries.

On 7 February 2024 there was a webinar How to win the Prix CIRCOM, hosted by Erica Stenback and Susanna Johansson, SVT, and it was successful.

Increasing problems with the rights issue were noticed so the Rules of entry regarding the rights are to be changed.

The Prix CIRCOM 2024 Winners and Commended were announced on 17 April. The Grand Prix 2024 winner, announced at the Gala awards ceremony in Poznań, Poland on 23 May 2024, was Wind Music (Blaasmusyk) from Omrop Fryslân, The Netherlands.

The Winners received their trophies and certificates and the Commended received their Certificates at the Prix CIRCOM Gala.

## **Training**

Most of the training sessions were in-person presence and just few were online webinars.

“Senior Leaders Event”, on 26 January 2024, hosted by RPO in Hilversum, the Netherlands, with 12 participants from 7 countries.

“How to Win at Prix CR”, a webinar on 7 February 2024, hosted by Erica Stenback and Susanna Johansson, SVT, with 38 registrations from 14 countries. The feedback was good.

“Harassment of Presenters and Online Abuse”, a webinar, on 12 March 2024, led by Jules Hyam, BBC, with 33 registrations from 13 countries. The feedback was very good.

“Fact-checking & Verification”, a workshop on 11 & 12 April, 2024, led by Johanna Vehkoo and hosted by Yle in Helsinki, Finland. There were 12 participants from 7 countries. The feedback was very good.

“Shaping Media for the Future”, for University and CR Members, organised by the University of Vigo on 26 April 2024. It was very good.

“The Future and Storytelling”, a workshop from 20 to 22 May 2024 in Poznań, Poland, led by Darko Flajpan, HRT, and John Inge Johansen, NRK. There were 15 participants from 8 countries. The feedback was very positive.

“Leading through change”, a training led by Linda Hermansson, SVT, with Gordana Škaljac Narančić, HRT, from 4 to 6 September 2024 at EYC in Budapest, Hungary, with 8 participants from 6 countries. The feedback from the participants was very good.

“Stepping Up”, a workshop, led by Linda Hermansson, SVT, with Gordana Škaljac Narančić, HRT, on 16 to 18 October 2024 in Strasbourg, France, with 11 female participants from 7 countries. The feedback was very positive.

“Reaching the News Avoiders”, webinar on 22 October 2024, with Emma Lofgren (Editor, The Local, Sweden) and James Coatsworth (Audience Analyst, BBC), hosted by Jules Hyam, BBC producer & broadcast trainer, with 55 registrations from 10 countries. At the end there were some 40 people present. The comments on the webinar were good.

“Climate issues and solutions”, led by Sophie Roland, on 12 to 14 November 2024 at the European Committee of the Regions in Brussels, Belgium, with 11 participants from 5 countries. The feedback was very positive.

“Creative Use of Archives”, a workshop about how to make the archives a creative tool for media companies’ activities, was hosted by RAI on 28 and 29 November 2024 in Rome, Italy. There were 17 registrations.

## **Coproduction**

In the new European Union framework, it was harder to find coproductions the way we used to, so a project researcher, Richel Bernsen, was recruited for the term of 7 months – July 2024 to February 2025, to provide comprehensive advice on at least three potential partnership or coproduction projects for CR members, based on analysis of the option for EU financing, other external financing, projects / coproductions with members’ resources.

There were no coproduction projects until the end of the year.

There was the UVigo Chair Project with The University of Vigo. “Trends in Innovation and Adaptation of Digital Transformation in Regional Public European Broadcasters Research” report was made covering the findings from 21 countries. 28 European regional public service media organisations were asked about their innovation strategies.

### **Public affairs and networking**

The first series of long read CIRCOM Reflections were done during spring of the year and was continued in the autumn. The purpose was to draw attention to the vast depository of shared knowledge, experience and experiment which Annual Conferences represent.

The SG and the DSG continued CIRCOM's participation in the Advisory Board of the European Audiovisual Observatory, based in Strasbourg and supported by the Council of Europe. The members of this body are 39 institutions representing professionals from the film and television industry (producers, directors, authors, actors, distributors, financiers academics rights holders...).

The CR Secretary General took part in the Annual Conference at the Sofia University Faculty of Journalism and Mass Communication as one of the two keynote speakers of the opening session of the Conference “Communications, Media and Education in the Paradigm of New Technologies and AI”.