

## **PRIX CIRCOM REGIONAL 2019**

**The best public service media content in Europe's regions**

### **ENTRY PACK**

**Rules, Categories, Criteria, Advice**

More information and the web-based entry form at

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

**CHAIR OF THE JUDGES and PRESIDENT, PRIX CIRCOM**

**DAVID LOWEN**

## **PRIX CIRCOM 2019: 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. All entries, when submitted, will need confirmation by the CIRCOM representative (National Co-ordinator) appointed by the national broadcaster of the regional station making the entry. If there is no such representative, approval will be considered by the President of the Prix CIRCOM.
3. Each regional station may enter ONCE in each of the following categories:  
(1) Documentary (2) Entertainment and Drama (3) Investigative Journalism (4) Minorities in Society (5) Most Original and Innovative (6) Music and Arts (7) News Programme.  
Each regional station may enter TWICE in each of the following categories:  
(8) Europe (9) News Report (10) Video Journalism (11) Young Onscreen Talent.  
A total of 15 entries may therefore be accepted from any one regional station across all categories.
4. No single programme can be entered in more than one category, although different editions in a series may be entered in different categories. It is also possible for relevant parts of programmes entered in one category to appear also in the personal skill categories of Young Onscreen Talent and Video Journalism and for a News Report to appear also in a News Programme entry.
5. Programmes (or items) must have been broadcast, delivered or made available online for the first time between Saturday 10 March 2018 and the closing date for entries, Friday 8 March 2019.
6. Programmes must be submitted as first broadcast or otherwise made available, except for additions required by Rule 8.
7. Each entry must be accompanied by explanations in English or in French (no more than 250 words) to help the judges understand more about the reasons for making the programme or entry, the qualities of the programme or entry, the impact the programme or entry has had on the audience and any other background factors which support the programme or entry as being worthy of consideration.  
Please note that, to keep entry costs down for stations, it is acceptable that translations into English or French can be based on Google Translate or similar online based systems.
8. Each entry, including those in English, must have subtitling in English throughout sufficient for the judges to be able to understand what is being said. Subtitling need not be of full broadcast quality, nor time code accurate. Again, please note it is acceptable that translations into English for subtitling can be based on Google Translate or similar online systems. Entries without subtitles throughout will be disqualified.
9. Entry forms, with outline and support materials, must be delivered by the entry closing date of Friday 8 March 2019.
10. Video entries must be uploaded in codec H.264 by Friday 8 March 2019. The delivery address is on the web site entry form. Confirmation will be given that a video has been received.
11. Entrants agree that, should their programme or entry be a winner or commended in its category, they permit at least one regional transmission and one repeat of that entry by any CIRCOM Regional member station which so wishes within its own region between June 2018 and May 2019 free of any licence or rights payments or other costs. Further transmissions can be agreed by bilateral negotiation with the winning broadcaster. Failure to guarantee such rights clearance will result in disqualification.  
The provision by the winner and commended of an international version, without subtitles, will be required for this purpose and must be delivered to the CIRCOM Secretariat if and when requested.

In addition, entrants agree that if their entry is a winner or commended, it may be made available also on the member stations' online platforms as a streamed delivery from the time of the broadcast delivery and for a further 48 hours.

For clarity, this does not include ceding any rights for use on social media platforms.

12. Entrants agree in advance to promotional non-broadcast showcase screenings organised on behalf of Prix CIRCOM Regional and for other non-broadcast use, including online delivery, for the promotion of the Prix.
13. Entrants agree in advance that brief excerpts from programmes may be freely broadcast or delivered online as part of regional news reports or promotional items about Prix CIRCOM Regional and in any programme on the award ceremony or about the awards.
14. Winning and commended entrants may be asked to provide a copy of the script in English or French: this will be kept with the programme tape in the CIRCOM Regional archive and helps regional stations wishing to broadcast winning entries. The script is not a requirement for all entries.
15. Any costs of mail despatch, customs, insurance, where incurred, will be paid by the entrant.
16. Programme video and script 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 member station. It will be for that member station to decide who may represent the station to collect the trophy at any award presentation, decide who may keep the trophy and how any cash award may be used.
18. In the case of the internship for the winner of the Young Onscreen Talent category, monies will be retained by CIRCOM to ensure that they are used solely for the purpose of the internship and to ease administrative liaison with the host broadcasters. If, for any reason, it proves impossible to agree an internship, an agreement will be reached between CIRCOM Regional, the sponsor (TVR) and the winner on how benefits can accrue to the winning entry.
19. 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.
20. 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. In the case of disagreement, the decision of CIRCOM will be final.
21. Co-producing stations may submit different programmes from the same series.
22. A member who is also sponsor is permitted to win its own sponsorship money.
23. It is a requirement that every winning station will ensure that a relevant representative attends the gala presentation to accept the trophy. Failure to do so may result in the withholding of trophy, prize money and expenses.
24. It is a requirement that relevant and qualified staff representing every winner and commended entry will attend the CIRCOM Conference to take part in any workshop on the Prix, discuss their entry and collect their award onstage as part of the gala if asked, or in some other way to promote their success. Failure to do so may result in the withholding of prize money and expenses.
25. The English language version of the Rules of Entry takes precedence over any other version.
26. In any dispute, the decision of the President and Chair 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.

## HOW TO ENTER YOUR VIDEO

The method of entry is by FTP upload to the CIRCOM server. You will receive the FTP credentials, with server address, username and password, by email when you submit your entry form.

The maximum size of file which can be accepted is 10GB: remember this is a viewing copy, not a broadcast copy, and the highest broadcast quality is unnecessary.

The required codec is H.264. No other codec can be accepted.

When you upload, you need to identify your video with its unique entry number, category, title and your station. Failing to do this wastes much time and can result in your entry being lost and not judged. Please remember we probably have to deal with more than 200 entries in a very short period.

Video entries will be checked daily by Tonja Stojanac of the CIRCOM Secretariat. Each entry will receive a response from Tonja stating whether all is in order or whether there is anything missing, such as subtitles. If there is some fault, you will be advised to upload again. This can only happen if you label and identify your entry properly, so please remember how important this is.

It is very important that you do NOT leave entry until the last few days. If you do, there could be a bottleneck of video traffic which will delay your entry beyond the deadline of **Friday 8 March 2019**. Enter early!

## TRANSLATION

CIRCOM Regional accepts that the costs of translation and subtitling may in the past have limited the number of entries stations can make. It wishes to reduce such costs to a minimum but still needs to be able to judge programmes effectively.

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 a translation in faultless English prose. A rough translation is enough – as long as it makes the programme script understandable to international judges.

The quality of automatic translation is continuing to improve, although mainly for the most-used languages. Tests we have carried out have shown that running main languages through the Google Translate system can deliver an acceptable level of English – but with some admittedly strange phrases which will need personal correction. Many stations are using such systems and cost savings are substantial.

## SUBTITLING

The quality of the subtitling does not need to match broadcast standard with time-coded accuracy: it is not for viewers at home to see, only judges. The judges need subtitling to understand what is said on your entry and all entries (including those in the English language) must carry subtitles or be disqualified.

Subtitling is needed so that judges can follow the programme without keeping one eye on a written script and avoids asking all entrants to provide scripts, with all the associated costs.

The cost of subtitling was once a barrier to entry. It still will be if entrants are forced to add unnecessary broadcast standard subtitles at broadcast quality prices or are forced to add subtitles at in-house rates designed for broadcast not for offline viewing only.

There is nothing the Prix can do about such restrictions but there are many online subtitling systems cheap or even free for “do-it-yourself” subtitling to the necessary standard for the Prix.

Without recommendation, here is a website which suggests free subtitling systems:

<https://videoconverter.wondershare.com/subtitle/subtitle-editor.html>

## VOLUNTARY AVAILABILITY OF ENTRIES TO CIRCOM MEMBERS

CIRCOM encourages the circulation of programming between its member stations so that the best regional content may be seen as widely as possible around Europe enhancing the prestige of all regional television and content creation.

With this aim, there is now a voluntary request to members to permit this at minimum cost with all or some of their entries. Please note this is a request, NOT a Rule of Entry.

The entry form asks you to indicate whether ANY of your entries could be made available for other stations to show – rather, but not exactly, as we do with the winning entries.

It will be for the entering station to decide if the transmission is permissible and, if so, on what terms. This does mean that, unlike with the transmission of the winning entry, there may be some fees to pay for rights, international copies to be created, script production or administrative overheads. Also it will be for the receiving station to organise and pay for delivery of the programming.

However, it is hoped that as many entering programmes as possible may be made available freely for this opportunity to enhance the circulation of the best programmes of public service stations in the regions.

The CIRCOM Secretariat holds details of entrants and will put you in touch but will not organise the delivery or monitor your bilateral agreement.

This is how you should make your wish clear on the online entry form for every entry.

YES THIS ENTRY IS AVAILABLE FREE OF RIGHTS AND ALL OTHER COSTS TO CIRCOM MEMBER STATIONS, JUNE 2019-END MAY 2020

YES THIS ENTRY IS AVAILABLE TO CIRCOM MEMBER STATIONS, JUNE 2019-END MAY 2020, BUT SUBJECT TO REIMBURSEMENT OF LIMITED BUT UNAVOIDABLE FEES AS MAY BE AGREED BILATERALLY

NO THIS ENTRY CANNOT BE MADE AVAILABLE

Please mark the box so your intention is clear. Thank you.

Agreements on distribution rights and rights clearance for programmes are complex. Errors can be costly. Those stations choosing to broadcast any entry need to assure themselves that they do, indeed, have the appropriate rights permissions in writing from the provider and rights owners before broadcast. The legal requirements may vary from territory to territory. It would be unwise to rely wholly on verbal or unwarranted assurances given in good faith by providers. CIRCOM, acting only as an enabler not a party to an agreement, can give no relevant legal guarantees.

## PRIX CIRCOM REGIONAL AWARD CATEGORIES 2019

### Grand Prix

#### *TVP Award*



- 2000 euros cash (in addition to category prize), certificate and trophy
- The winner of the Grand Prix will not be made public until the Gala Award ceremony in Novi Sad, Serbia, hosted by RTV, on Thursday 30 May 2019.

### Documentary

#### *RTÉ Award*



- 1000 euros in cash to the winning member station
- Trophy for winning entry

- Certificates for winner and commended
- Free travel (economy class) to the Conference and awards Gala in Novi Sad for up to two representatives of the winning station entry with up to two nights' accommodation – subject to a cap of 2000 euros. It is hoped that one of these may be a younger station member who will benefit from attendance at the conference
- Free travel (economy class) to the Conference and awards Gala in Novi Sad for one representative of the commended station entry with up to two nights' accommodation (subject to a cap of 1000 euros)

## Entertainment and Drama



### ***TPA-TVG Award***

- 1000 euros in cash to the winning member station
- Trophy for winning entry
- Certificates for winner and commended
- Free travel (economy class) to the Conference and awards Gala in Novi Sad for up to two representatives of the winning station entry with up to two nights' accommodation – subject to a cap of 2000 euros. It is hoped that one of these may be a younger station member who will benefit from attendance at the conference
- Free travel (economy class) to the Conference and awards Gala in Novi Sad for one representative of the commended station entry with up to two nights' accommodation (subject to a cap of 1000 euros)

## Europe



### ***BNT Award***

- 1000 euros in cash to the winning member station
- Trophy for winning entry
- Certificates for winner and commended
- Free travel (economy class) to the Conference and awards Gala in Novi Sad for up to two representatives of the winning station entry with up to two nights' accommodation – subject to a cap of 2000 euros. It is hoped that one of these may be a younger station member who will benefit from attendance at the conference
- Free travel (economy class) to the Conference and awards Gala in Novi Sad for one representative of the commended station entry with up to two nights' accommodation (subject to a cap of 1000 euros)

## Investigative Journalism



### ***Council of Europe Award***

- 1000 euros in cash to the winning member station
- Trophy for winning entry
- Certificates for winner and commended
- Free travel (economy class) to the Conference and awards Gala in Novi Sad for up to two representatives of the winning station entry with up to two nights' accommodation – subject to a cap of 2000 euros. It is hoped that one of these may be a younger station member who will benefit from attendance at the conference
- Free travel (economy class) to the Conference and awards Gala in Novi Sad for one representative of the commended station entry with up to two nights' accommodation (subject to a cap of 1000 euros)

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## Minorities in Society

france•tv

### ***France Télévisions Award***

- 1000 euros in cash to the winning member station
- Trophy for winning entry
- Certificates for winner and commended
- Free travel (economy class) to the Conference and awards Gala in Novi Sad for up to two representatives of the winning station entry with up to two nights' accommodation – subject to a cap of 2000 euros. It is hoped that one of these may be a younger station member who will benefit from attendance at the conference
- Free travel (economy class) to the Conference and awards Gala in Novi Sad for one representative of the commended station entry with up to two nights' accommodation (subject to a cap of 1000 euros)

## Most Original and Innovative

NRK

### ***NRK Award***

- 1000 euros in cash to the winning member station
- Trophy for winning entry
- Certificates for winner and commended
- Free travel (economy class) to the Conference and awards Gala in Novi Sad for up to two representatives of the winning station entry with up to two nights' accommodation – subject to a cap of 2000 euros. It is hoped that one of these may be a younger station member who will benefit from attendance at the conference
- Free travel (economy class) to the Conference and awards Gala in Novi Sad for one representative of the commended station entry with up to two nights' accommodation (subject to a cap of 1000 euros)

## Music and Arts

TG4

### ***TG4 Award***

- 1000 euros in cash to the winning member station
- Trophy for winning entry
- Certificates for winner and commended
- Free travel (economy class) to the Conference and awards Gala in Novi Sad for up to two representatives of the winning station entry with up to two nights' accommodation – subject to a cap of 2000 euros. It is hoped that one of these may be a younger station member who will benefit from attendance at the conference
- Free travel (economy class) to the Conference and awards Gala in Novi Sad for one representative of the commended station entry with up to two nights' accommodation (subject to a cap of 1000 euros)

## News Programme

 Regionale Publieke Omroep

### ***RPO Award***

- 1000 euros in cash to the winning member station

- Trophy for winning entry
- Certificates for winner and commended
- Free travel (economy class) to the Conference and awards Gala in Novi Sad for up to two representatives of the winning station entry with up to two nights' accommodation – subject to a cap of 2000 euros. It is hoped that one of these may be a younger station member who will benefit from attendance at the conference
- Free travel (economy class) to the Conference and awards Gala in Novi Sad for one representative of the commended station entry with up to two nights' accommodation (subject to a cap of 1000 euros)

## News Report



### ***SVT Award***

- 1000 euros in cash to the winning member station
- Trophy for winning entry
- Certificates for winner and commended
- Free travel (economy class) to the Conference and awards Gala in Novi Sad for up to two representatives of the winning station entry with up to two nights' accommodation – subject to a cap of 2000 euros. It is hoped that one of these may be a younger station member who will benefit from attendance at the conference
- Free travel (economy class) to the Conference and awards Gala in Novi Sad for one representative of the commended station entry with up to two nights' accommodation (subject to a cap of 1000 euros)

## Video Journalism



### ***BBC Award***

- 1000 euros in cash to the winning member station
- Trophy for winning entry
- Certificates for winner and commended
- Free travel (economy class) to the Conference and awards Gala in Novi Sad for up to two representatives of the winning station entry with up to two nights' accommodation – subject to a cap of 2000 euros. It is hoped that one of these may be a younger station member who will benefit from attendance at the conference
- Free travel (economy class) to the Conference and awards Gala in Novi Sad for one representative of the commended station entry with up to two nights' accommodation (subject to a cap of 1000 euros)

## Young Onscreen Talent

### ***TVR Award, in honour of Vanda Condurache***

- 2000 euros towards an intern visit to a member station (see Rule 16)
- Trophy for winning entry
- Certificate for winner
- Free travel (economy class) to the Conference and awards Gala in Novi Sad for up to two representatives of the winning station entry with up to two nights' accommodation – subject to





a cap of 2000 euros.

- There is no commended in this category

## **AWARD CRITERIA**

The intention and purpose of these awards is to highlight the high quality of creative video work in the regions of Europe.

In all categories, judges will look for regional relevance, although programmes need not be broadcast or distributed only in the region in which they are made. Regional productions for the national or international market are acceptable provided they really do represent the efforts of creative talent in the regions.

Programmes which are clearly made by a network or national broadcaster with a national or international audience in mind will be at a disadvantage: the Prix CIRCOM awards seek to encourage regional production and/or regional broadcasting and distribution.

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.

Judges are under no obligation to transfer programmes between categories if the programmes have been mistakenly entered.

In all categories, judges will look for high professional standards and creative originality. They will also want to understand if and how entrants have made interesting use of the possible forms of distribution now available.

In certain categories, judges will look also for high quality journalism. They will also take account of “agenda setting” which demonstrates a “bottom up” approach appropriate to public service media.

Entrants should read the Rules of Entry carefully to make sure they attach and enclose all the details which the judges require. You should pay special attention to the availability of broadcast and delivery rights as outlined in the Rules of Entry.

Entrants should check they have filled in the online Entry Form fully and that the entry has been accepted. Any entry by any region is subject to confirmation by the CIRCOM Regional national co-ordinator of the broadcaster’s country or, if one is not assigned, by the President of the Prix.

## **AWARD CRITERIA: BY CATEGORY**

### **GRAND PRIX OF CIRCOM REGIONAL**

This award is financially supported by TVP Poland.

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

### **DOCUMENTARY**

The category is sponsored by RTÉ Ireland.

Entries should be documentary programmes on a single subject. Neither the topic nor transmission is required to be regional but judges would prefer 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 (although there is a separate category for

Investigative Journalism, see below) 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 artistic and cinematographic qualities. Judges will note especially new and inventive ways of storytelling.

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

This category is for complete programmes with only one subject. Multi-topic programmes must be entered under other categories, as should reports or content which form part of a wider or longer programme.

Entrants are reminded that the winning and commended programmes must be offered free with all rights cleared for at least one broadcast and at least one repeat (see Rule 11) by any CIRCOM Regional member station between 1 June 2019 and 31 May 2020.

Please note also the general requirement across all categories that judges should be told (1) if and how the audience influenced content creation and (2) if and how content was delivered other than by scheduled broadcast. Details are on the entry form.

## **ENTERTAINMENT AND DRAMA**

The category is sponsored by two regional stations in the north of Spain, TPA Asturias and TVG Galicia.

This draws attention to the role of regional stations in bringing pleasure and enjoyment to its audience and by emphasising the role of entertainment and drama in the cultural expression of regionality.

Entries may be complete programmes or shorter content (but not news stories) within broadcast programmes or streamed online.

The method of achieving this end can include location and/or studio drama, “shiny floor” glamour shows, comedy, game shows, quizzes and competitions, and any fiction or factual format but excluding feature films which have had theatrical release.

Any programme or content which has music or the arts as a major element should more properly go into the Music and Arts category – see details below.

If the entry is a drama, it is preferred that the storyline or style should embrace the culture or issues of the region from which it originates.

The judges will look for formats and shows which are devised to be engaging for viewers and aim above all to give pleasure. They will look for how professionally the show or feature is made with cameras, sound, setting, presentation.

Please note the general criteria requirements across all categories that the judges should understand: (1) if and how the audience influenced content creation and (2) if and how content was delivered other than by scheduled broadcast. Details are on the entry form.

## **EUROPE**

This award is sponsored by the Bulgarian broadcaster, BNT.

It is for the best report or feature on an issue relevant to European identity and/or on an issue of both regional importance and significance across Europe. This is in the hope and expectation that one region of Europe may learn and benefit from the experiences of another.

Each regional station may submit TWO entries rather than the usual one entry in this category if they wish. Entries should be single news or feature stories of a maximum of 10 minutes in length each.

The winning entry will demonstrate the reporter skill of storytelling in a concise but convincing way, with full use of location video, graphics, and, if appropriate, studio explanation, interview or discussion. In short, a compelling quality package.

In addition to the package, the judges will want to know how the information is distributed online and the balance of impact between the main package and the online support.

The entry must be exactly as broadcast or as streamed online with no subsequent editing.

The judges will expect to see a story of both regional and European significance told in such a way that its importance is generated to regional viewers with impact. Judges will place high regard on the ability to tell a story simply but clearly, with an understandable structure, focus and, where appropriate, strong interviews.

For avoidance of doubt, the entry can be about or of relevance to any region in Europe, not just the regions of the European Union. Equally, for avoidance of doubt, the entering station does not need to be based in a region within the EU.

Please note the general criteria requirements across all categories that the judges should understand: (1) if and how the audience influenced content creation and (2) if and how content was delivered other than by scheduled broadcast. Details are on the entry form.

## **INVESTIGATIVE JOURNALISM**

This award, sponsored by the Council of Europe, recognises reports, features, documentaries and other coverage which demonstrate an investigative approach to regional television journalism. There are no changes in the criteria from 2018 but the judges wish to remind all entrants that it is the special quality of “investigation” which is required.

News reporting is a core task of regional television, giving information and context to what is happening in the region. Some of that reporting, however, goes deeper than most regular coverage to explore what lies beneath and behind the daily news or may reveal what some people or organisations may prefer to keep hidden.

Success will demand a sustained and high level of journalistic inquiry, extra journalistic and editing effort, a higher level of resource commitment, more detailed planning, patience and often courage.

Judges will be looking in particular for stories of significance in which the journalistic investigation not only reveals and publicises new truths but may also assist in righting wrongs or promoting public debate.

All subjects of investigative work are welcome but entrants might also usefully bear in mind the objectives of the Council of Europe:

- The protection of human rights, pluralist democracy and the rule of law.
- The fight against corruption and money laundering.
- The promotion of awareness of and encouragement of Europe’s cultural identity and diversity.
- The finding of common solutions to the challenges facing European security.
- The consolidation of democratic stability.

Please bear in mind the general criteria requirements across all content categories (1) if and how the audience influenced content creation and (2) if and how content was delivered other than by scheduled broadcast. Details are on the entry form.

## **MINORITIES IN SOCIETY**

This award, sponsored by France Télévisions, serves to remind Europe’s public service media stations of their duty to reflect and develop a functional multicultural society.

The judges will look for factual programmes and reports which reflect minorities and matters relating to minority groups in an informed manner and, especially, which bear upon issues of contemporary concern.

The programmes or reports may deal with contentious issues and events but they will be expected to do so

in a way which enables viewers better to understand the causes of disagreements and how such disagreements may be overcome and differences narrowed.

The programmes or reports may be created by minority production units or by general station staff. They may be for prime viewing by minority groups but preference will be given to those programmes which are aimed at a general viewer, thereby leading to better understanding between groups which might otherwise be in conflict or fail in mutual understanding.

The definition of “minority” is broad to reflect the various sectors of the community who may deserve special attention socially, politically, or by the media itself. It does, of course, include groups differentiated by culture, race and colour. It can also include language minorities and other groups such as the physically or mentally challenged, the aged or sexual minorities.

Some who are relatively few in number – let’s say “supporters of a low division football team” or “lovers of medieval music” – may suggest they do not get the media attention they deserve. However, they do NOT fall within the definition of “minority” for the purposes of this award.

In common with other categories, the judges will be looking for excellent production skills, technical excellence, story quality, storytelling and viewer impact.

It would be helpful if the judges could be told about any background to the programme or report and any follow up which was achieved.

Please note, finally, the general criteria requirements across all content categories (1) if and how the audience influenced content creation and (2) if and how content was delivered other than by scheduled broadcast. Details are on the entry form.

## **MOST ORIGINAL AND INNOVATIVE**

This award, sponsored by NRK Norway, recognises production originality, unusual content, fresh style, new technical skills, innovative ideas – which can be behind the camera - or presentation flair. Examples of innovation behind, as well as in front of, camera are welcome.

It is hard to define what is meant by “original”. In fact, originality defies advance definition. “Innovative” is perhaps clearer and can encompass anything which is “new” and can include online examples or behind-the-camera- activity as well as traditional broadcast on-screen.

What we want is something new and different.

Judges will be seeking an entry which captures their imagination and surprises them. 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 it stands out as something special. Or perhaps it is a technical advance which can excite others in regional stations.

Perhaps there is the chance to meet some wonderful or unforgettable characters? Perhaps the programme has some special music? Perhaps there is an exciting title sequence? An unusual presenter? A single flash of television brilliance in an otherwise boring programme? Perhaps the format is new and out of the ordinary? Who knows?

It is something, in short, which makes the entry different to the normal expectations of regional programmes and which makes the judges say: “Wow! Congratulations. I wish my station had thought of that – and it’s something we might try also.”

Please note, finally, the general criteria requirements across all content categories (1) if and how the audience influenced content creation and (2) if and how content was delivered other than by scheduled broadcast. Details are on the entry form

## **MUSIC AND ARTS**

This category, sponsored by TG4 Ireland, highlights the social value of music and arts and the contribution they make to regional culture and the culture of the smaller nations, as expressed in video creative content.

The entry may be a short-form report, documentary or coverage of performance.

The subject matter is wide. It may be anything from the contribution of individuals to musical and artistic life to coverage of arts and music events. It may be, for instance, an examination of an issue relating to artistic or musical performance or evidence of how arts and music can contribute to the cohesion of society. As long as music and the various arts, their value, the love of music and arts are at the core of the video content, any subject and treatment are acceptable.

The definition of “art” can include painting, sculpture, video, dance and other activities. However, there is a separate Prix category, Entertainment and Drama, which includes scripted drama performance.

Where the programme is in the short report or documentary form, judges will pay due regard to the quality and interest of the story, the way the story is told, technical excellence and impact.

Where the programme is primarily performance based, judges will pay special attention to the quality of direction, camera and sound, and staging.

Please note, finally, the general criteria requirements across all content categories (1) if and how the audience influenced content creation and (2) if and how content was delivered other than by scheduled broadcast. Details are on the entry form.

## **NEWS PROGRAMME**

This new award for 2019 is sponsored by RPO, the news provider for the regional stations in The Netherlands. It rewards excellence in the very lifeblood of regional public service media –the news programme and online news service.

In the programme element, the jury will expect to see the basic values and skills of news selection and presentation. There should be a range of new stories which would reflect a region and appeal to its inhabitants.

There should be evidence of stories which display strong journalistic qualities and especially high quality interviews. 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.

If there is a studio element, judges will look for supporting contributions from cameras, sound, graphics, editing, opening titles sequence, studio set design and lighting.

Together these journalistic and presentation qualities will deliver a strong “look and feel” to the programme which adds interest for viewers and makes this a point at which the region comes together to find out what’s going on.

Where there is significant use of streaming or online availability, this should be demonstrated also to make clear the station’s intention to serve all in its region, not just those who choose to view a scheduled delivery to a TV set. These days, viewers of live news programmes are also users of news information delivered online, so, although we call this category “News Programme”, it will also encompass the wider service which regional stations can offer their viewers.

The judges will value the programme as a whole. One strong report alone, however good or exclusive, will not be enough – and there is a separate category of News Report to reward single stories. What this category demands is a high quality all-round balanced news show with all the regular ever-changing aspects of regional society – events, social issues, politics, sport, culture, scandal, trivia – brought together in a “must watch” appointment to view.

The judges (as with other categories but especially in this category) want to know how the agenda of the programme is informed by direct involvement of viewers. Do journalists only decide what makes news and what does not – or do they take up themes suggested by their regional audience?

## **NEWS REPORT**

This category is sponsored by SVT Sweden. Entries shall be news reports/stories of up to 5 minutes in length whether for traditional broadcast in regions or by other means of delivery.

In all versions, judges will look for innovative-skills in storytelling addressing a non-linear audience as well as a traditional linear audience.

Please note that TWO entries per region will be accepted.

The successful entries will be those that demonstrate an approach to news which is modern and inclusive, whether created on location or in the studio.

The past few years have proved that news producers need to make extra efforts to understand and involve their audience and users. This category is for high quality news reports – but the judges will take into account not just the news content but the efforts made to distribute as widely as possible and to involve the audience in the daily news agenda.

Judges will, therefore, also take into account evidence on how the story came to light to demonstrate a “bottom up” rather than “top down” approach to news gathering. A further video of not more than 5 minutes can be provided, if wished, to explain the story source.

Judges will also take into account how the story was re-modelled for a variety of uses, including interactivity with the audience in social media. For instance, the judges would like to know where and how the content was first published – whether on a TV screen or for social media or other means of mobile consumption.

Note that all categories have a general requirement which is here specific, as set out above, in this category: (1) if and how the audience influenced content creation and (2) if and how content was delivered other than by scheduled broadcast.

## **VIDEO JOURNALISM**

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

Each regional station may offer TWO entries from two different VJs.

Three reports must be submitted for each entry 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, as a creative and as a technician. Each of the three reports must be at least one minute long but not longer than 5 minutes.

The judges will look for a good 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, a regional magazine programme or made available for online delivery.

It would be helpful for the judges to know if any of the VJ work submitted is shot by mobile phone camera (MoJo) and, if so, what equipment was used.

Please note this is a “skills” category, which is why a range of material to demonstrate all the skills of a good VJ is requested. It is not just the ability to cover a “hard” story which will be assessed.

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.

Please note, finally, criteria requirements across all categories (1) if and how the audience influenced content creation and (2) if and how content was delivered other than by scheduled broadcast.

## **YOUNG ONSCREEN TALENT**

The Young Onscreen Talent Award, sponsored by TVR Romania, was created in honour of Vanda Condurache, the inspirational TVR producer, manager and trainer killed in a car crash on her way to the CIRCUM conference in Bilbao in 2007.

TWO entries per regional station may be made in this category.

The category seeks to emphasise the importance of developing bright young talent for public service media content and to encourage young professional talent to seek careers in public service media in the regions.

By bringing to wider attention the range and depth of talent in the regions, it seeks to assure young television professionals that regional television can offer scope and fulfilment in their aspirations.

The candidate must be aged 30 or under on 1 April 2019 (and give evidence, if required, of date of birth). He/she must be working full-time in the employ of a regional station which has membership of CIRCUM Regional or as regularly employed freelance for that station.

The type of work undertaken by the entrant can be as reporter, video journalist, or presenter.

The entry form should set out the candidate's qualities. This should include:

- A statement by the entrant on what he/she has achieved.
- Testimonies from senior professionals (not necessarily just from the entering station).
- Video evidence of any skills mentioned in the citation.

If the candidate has been on a CIRCUM Regional training course, it would help the judges if this could be mentioned.

Judgement will be made on a mixture of video, text and other information. In particular, the judges reserve the right to ask for further information from any candidate or from those who know the candidate.

## **ANY QUESTIONS?**

[How to win an award... well, maybe](#)  
[Frequently asked questions](#)

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

*Tonja Stojanac*

*Email: [it@circum-regional.eu](mailto:it@circum-regional.eu) or [tonja.stojanac@circum-regional.eu](mailto:tonja.stojanac@circum-regional.eu)*

Questions about the Rules of Entry only to:

*David Lowen*

*Email: [d\\_lowen@btinternet.com](mailto:d_lowen@btinternet.com)*