

**PRIX CIRCOM REGIONAL 2008**  
All that's best in Europe's regional television

**ENTRY PACK**  
Rules, Categories, Criteria

More information and the web-based entry form at  
[www.circom-regional.org](http://www.circom-regional.org)

**CHAIRMAN OF THE AWARDS**  
**DAVID LOWEN**

## RULES OF ENTRY

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

1. Entries can be accepted only from member stations of Circom Regional. Programmes made by independent producers can be considered only if entered by Circom Regional member stations.
2. Each regional station may enter once in EACH of the following categories: Documentary, Sport, Magazine, Fiction/Drama, International, Video Journalism, Vivre l'Europe and Web Site.
3. All programme entries will be considered for the Most Original Programme Award.
4. Programmes (or items) must have been broadcast for the first time between January 2007 and the closing date for entries, Friday 7 March 2008 and should not have been entered in Prix Circom Regional 2007.
5. Programmes must be submitted as broadcast, except for additions required by Rule 7.
6. Each entry must be accompanied by a brief outline of the programme in English or in French which is sufficient to help the judges understand more about the reasons for making the programme and the main theme or stories.
7. Each entry, including those in English, must have subtitles in English sufficient for the judges to be able to understand fully what is being said. However, the quality of the subtitling need not be of full broadcast quality. Entries without subtitles will be disqualified.
8. A copy of the script in English or French should also be provided: this will be kept with the programme tape in the Circom Regional archive.
9. The entry forms for programme categories, with outline and support materials, must be delivered by the entry closing date of Friday 7 March 2008.
10. The programme entry format is DVD. DVDs must be delivered to The Thomson Foundation, Cardiff (full address below) by Friday 14 March at the latest. All entrants must check their DVD is properly recorded. Recordings which cannot be satisfactorily viewed will be disqualified.
11. The entries for the Web Site category must be notified as soon as possible and in any case by Friday 29 February to allow judges to view the sites remotely before discussing them. Please note this is an earlier deadline than for programme entries.
12. Entrants (except those in the Fiction/Drama and International categories, where rights issues are acknowledged to be complex and inhibiting) agree in advance that, should their programme be a category winner (not second prize or commended), they permit at least one regional transmission and one repeat of that winning entry by any Circom Regional member station which so wishes within its own region during 2008 free of any licence or rights payments. An international version, without subtitles, will be required for this. It is hoped that all reasonable endeavours will still be made by the Fiction/Drama winning stations to match the free circulation obligatory in other categories.
13. Entrants (except those in the Fiction/Drama and International categories) agree in advance to one transmission of a winning programme (not second prize or commended programmes) by EbS (the European Commission's satellite channel) during 2008 free of any licence or rights payment.

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

## PRIX CIRCOM REGIONAL AWARD CATEGORIES

The following award categories will be contested in 2008

### Documentary

#### **Grand Prix Circom Regional trophy**

- 5000 euros and trophy
- Free visit to Maribor conference for one representative of winning station.

### Vivre l'Europe

#### **F3 Award**

- 3000 euros and trophy
- Free visit to Maribor for conference for one representative of winning station

### Magazine

#### **TVP Award**

- 3000 euros and trophy
- Free visit to Maribor conference for one representative of winning station.

### Sport

#### **ERT3 Award**

- 3000 euros and trophy
- Free visit to Maribor conference for one representative of winning station.

### Web site

#### **SVT Award**

- 3000 euros and trophy
- Free visit to Maribor conference for one representative of winning station.

### Fiction/Drama

#### **TG4 Ireland Award**

- 3000 euros and trophy
- Free visit to Maribor conference for one representative of winning station.

## Video Journalism

### **BBC Award**

- ❑ 3000 euros and trophy
- ❑ Free visit to Maribor conference for one representative of winning station

## International

### **TVSlo Award**

- ❑ 3000 euros and trophy
- ❑ Free visit to Maribor conference for one representative of winning station

## Most Original Programme

### **Special Award of TVR, given in memory of Vanda Condurache**

- ❑ 3000 euros and trophy
- ❑ Free visit to Maribor conference for one representative of winning station.
- ❑ This award commemorates the dedication, talent and personality of Vanda Condurache in recognition of her programme making skills, her contribution to the training of journalists, her leadership example within Circom, and her role in the Prix as judge and host.

## AWARD CRITERIA

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

Entrants should also read the Rules of the competition to make sure they attach and enclose all the details which the judges require. Entrants should also check they have filled in the Entry Form fully.

### **DOCUMENTARY PROGRAMME**

The Grand Prix, supported by the Board and member stations of Circom Regional, is the highest award and is for the best documentary.

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

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

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

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

Entrants are reminded that the winning programme must be offered all rights cleared for one broadcast by each Circom Regional member station during 2008. If this is considered unreasonable, either no entry should be made or consideration should be given to entering in the International category.

### **VIVRE L'EUROPE**

This award, sponsored by France 3, is for programmes which show the special nature of European current events or of European co-operation and how European regional stations can work together to mutual benefit.

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

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

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

## **MAGAZINE PROGRAMME**

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

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

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

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

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

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

## **SPORTS PROGRAMME**

In the Olympic year of 2008, this award, sponsored by ERT3, is for the best sports programme, sports coverage, sport documentary, sporting entertainment show or sports feature.

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

The judges will pay great attention to conveying the excitement in characters, pictures and sound of sporting endeavour with the full range of technical and production skills. If event coverage is entered, the judges will expect excellent camerawork and commentary which explains what is happening and why it is significant rather than just a description of what the camera can already display.

Where sport is treated as less competitively, judges will look for originality of presentation and evidence of a sense of fun or achievement in the sporting challenge. Programmes and features which reflect the Olympic Games and the Olympic spirit will be welcomed.

## **STATION WEB SITE**

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

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

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

programmes; and/or which allows viewers to share experiences in relation to the issues in the programme.

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

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

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

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

Please note that entries for this award need to be delivered by Friday 29 February, one week earlier than for programme awards.

#### **FICTION/DRAMA PROGRAMME**

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

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

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

Dramas for both adults and young audiences are eligible.

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

#### **VIDEO JOURNALISM**

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

Three reports must be submitted and they should be shot, edited and voiced by one reporter working as a video journalist. The three reports should be chosen to demonstrate the broad skills of the reporter as a journalist and as a technician. Each of the reports must be at least 1 minute long but not longer than 5 minutes long.

The judges will be looking for a good news story, well told in pictures, sound and commentary and well structured. In particular, the judges will look for evidence that these reports might have been less effective if they had been shot by a crew rather than a "video journalist" working alone.

Supporting information should explain the context of the reports and provide confirmation that the reports are the work of one video journalist.

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

### **INTERNATIONAL PROGRAMME**

This new award, sponsored by TVSlo, recognises the activities and ambitions of regional stations with a wider – and possibly global – audience in mind.

The award seeks to acknowledge the contribution of regional stations in creating programmes of high quality for distribution outside the region and beyond their own country's borders. This is an expanding part of regional station creative activity bringing cash from international sales, partnerships with larger networks or independent producers, the acquisition of new production and marketing skills and a higher profile for regional stations. All this is part of regional television "coming of age" in the 21<sup>st</sup> century.

Often these programmes will have budgets and access to resources which other regional programmes can only dream of. They are "showcase" programmes by which a regional station shows it can merit a global presence.

Sometimes, also, the role of the regional station within such programmes may be limited to the provision of certain skills (eg video editing) rather than fully funding or providing a cash input.

Any genre of programming is welcome. Judges will look for highest creative values across all the skills of production and will want an indication of how the regional station contributed to the overall creative effort of the programme. The judges will expect that the subject matter and treatment will have appeal to an international audience.

If the programme is part of a series, only one episode will be viewed.

Where the judges believe that such a programme is entered into another category, they reserve the right to switch it into this category if considered more appropriate to retaining a "level playing field" in that category.

The transmission rights conditions on programmes in this category may make the winning entry unavailable for free transmission by Circom Regional member stations. Circom Regional hopes, however, that the winning station will make all reasonable endeavours to permit free showings by member stations at least to the value of the prize money.

### **MOST ORIGINAL PROGRAMME**

This award recognises programmes of any genre which demonstrate an outstanding originality in approach.

Judges will seek a programme which captures their imagination with an unusual story, or because it has a very different and original treatment, or includes some wonderful and unforgettable characters, or some haunting music, or brilliant presenters: something, in short, which makes the programme different to the normal expectations of regional programmes.

The programme must be entered into one of the other categories and the judges will select a winner from all the programmes entered into the Prix.

Please: Be different. Be adventurous. And make the judges fall in love with your programme!

ENTRY FORM PRIX CIRCOM REGIONAL 2008
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Entry forms are on the Circom Regional web site at [www.circom-regional.org](http://www.circom-regional.org).

Please fax or email any supporting material for programmes to The Thomson Foundation, as hosts of the judging, by **Friday 7 March 2008**.

The entry DVD, with adequate sub-titles, plus a hard copy of the entry form, should reach The Thomson Foundation by **Friday 14 March 2007**.

Entries in the Video Journalism category can be sent server to server instead of by post. Please see details in the entry form.

Please fax or email any supporting evidence for the web site category to The Thomson Foundation before **Friday 29 February 2008**.

- Please make sure you despatch everything in good time.
- Please write clearly.
- Please read the Rules of Entry and the category and criteria guidelines.
- Please make sure you add information which will help the judges understand why your programme is important or special.

Send DVDs to:

**PRIX CIRCOM REGIONAL  
Anna Roberts  
The Thomson Foundation  
37 Park Place  
Cardiff            CF10 3BB  
Wales**

**Make sure the package is marked: PRIX CIRCOM REGIONAL 2008**

## ANY QUESTIONS?

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

Thomas Baumann  
Email: [thomas.baumann@brnet.de](mailto:thomas.baumann@brnet.de)

Questions about DVDs, deliveries, packaging, etc, will be dealt with by:

Anna Roberts  
Phone: +44.2920.353060  
Fax: +44.2920.353061  
Email: [prixcircom@thomsonfoundation.org](mailto:prixcircom@thomsonfoundation.org)

Questions about criteria, categories, rules to:

David Lowen  
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