

Annual Report 2002



BMC is an independent non-profit foundation promoting democracy, peace, social progress and international co-operation through support to media development in transitional and conflict zones.



Present and past activities

<p>● Antennaes Tallin, Riga, Vilnius, St.Petersborg, Kaliningrad, Zagreb, Belgrade, Budapest, Sarajevo</p>	<p>● National Projects Afghanistan, Estonia, Latvia, Lithuania, Russia, Nigeria, Kenya, Pakistan, Vietnam and Serbia</p>
<p>● Regional Projects Balticum: Estonia, Latvia, Lithuania, West Russia, North Poland South East Europe: Slovenia, Hungary, Croatia, Rumania, Bulgaria, Bosnia, Albania, Serbia-Montenegro with Kosovo, FYRO Macedonia, Greece, Moldova, Turkey South Asia: Nepal, Pakistan, Bangladesh, India, Bhutan, Sri Lanka, Afghanistan, Maldives</p>	<p>● Smaller Regional Projects Czeckie, Slovakie, Ukraine, Israel, Palestine, Syria, Jordan, Egypt</p>
	<p>● Offices Bornholm, Copenhagen</p>

BMC aims and methods


BMC promotes democracy, peace, social development and international co-operation through its support to media, media organizations and governments in regions and countries of transition or conflicts.

BMC takes a holistic approach to its work. At its core, BMC has expertise in larger, long term, and often regional projects. BMC combines capacity and institution building, stimulation of production and co-productions as well as media policy instruments in order to reach the optimal impact on the development of peace and democracy.

BMC emphasizes local ownership to and close collaboration with local partners in all its activities. BMC works with private and public media, civil society organizations and governments, national and regional media organizations, employers and employees – all according to the concrete needs and potentials for impact.

BMC works primarily with the broadcast media sector and has within its staff a large corps of freelancers a broad variety of experts. When needed, BMC draws on the expertise of other organizations and seeks always to coordinate its efforts with other non-governmental and inter-governmental organizations in order to optimize the impact of its activities.





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New Horizons

The year 2002 began with one of the biggest and most interesting challenges of the BMC during its 10 years of existence.

EC who knew that BMC was preparing a project for Afghanistan and also had heard about the center's innovative work in conflict regions such as South East Europe, South Asia, and the Baltic Sea area asked BMC to present a project for Afghanistan, which would support peace and democracy in the country.

BMC proposed to focus on producing genuine public service radio programmes, which should promote the mutual understanding across the internal conflicts in Afghanistan. Furthermore, it would provide to the population the necessary basic and unbiased news, which are necessary when building democracy. BMC had already prepared for the task during a mission to the neighbouring country Pakistan together with the Danish organization for short-term interventions in conflict areas – International Media Support.

Following a Christmas-meeting in London with UN and other key organizations for a preliminary coordination, the first BMC mission went to make agreements with Radio Afghanistan.

Six weeks later the daily one-hour-programme Good Morning Afghanistan and followed by Good Evening Afghanistan somewhat later saw the light as the first public service programmes in the country. Today – one year later – these programmes have the biggest audience in Afghanistan. Since the beginning, BMC has expanded its activities to include children's programmes, counselling, and training for the Ministry of Information and Culture as well as training and involvement of the regional radios in the national programming.

In spite of all the difficulties, BMC managed in Afghanistan to carry out one of the most successful media interventions in the reconstruction of a war torn developing country.

Towards New Horizons

During 2002 the first steps were taken for a future involvement in Central and Latin America. In collaboration with organizations from Spain and the Netherlands the BMC hopes in 2003 to facilitate a large regional radio project, which aims at promoting democracy and mutual popular understanding across the many potential conflicts in the area.

While at times it may seem dreadful to live from other peoples' misery, it is, however, also in such situations that BMC can be helpful. Therefore, the centre has provided for all contingencies after a possible war in Iraq. After a possible war, a successful development of media will play a decisive role as to what extent the country can develop into a peaceful place and it may create the basis for building a democracy in a long-term perspective.

Consolidation of Existing Projects

In many other ways, too, 2002 was a good year for BMC. In the Baltic Sea Region BMC could harvest what had been seeded through many years of training and stimulation of networks between production companies and TV-stations. A Baltic-Russian Co-production fund, which was established by BMC has with very little money resulted in a number of TV productions between Russia and the Baltic States. Earlier hostility between the neighbours is on its way toward a constructive and future-oriented relationship.

In South East Europe plenty of TV programmes and news reports have been finalized and broadcast in a collaboration between 10 public broadcasters in the region. This is the happy result of BMC's peace building project carried out for the Programme for Peace and Stability – FRESTA - in the Danish Foreign Ministry.

And the Finances, in Brief

In 2001 the annual accounts showed a deficit for the first time in BMC's history. It was, therefore, satisfactory to note

that BMC in 2002 not only increased its turnover by almost half a million Euros, but also had a surplus of approximately 60,000 Euros.

With an equity capital of 360,000 Euros and a substantial volume of orders BMC has now entered into its first year without government grant. This is done, however, with a strong belief in the future.

Unfortunately, we live in a World, where the need for organizations like BMC still grows. In an increasing number of places there is a need for media which can communicate attitudes, interests, and sympathy across conflict borders and which can provide to the many exposed populations a necessary tool for active participation in development of the local democracy.

This is what BMC in all modesty seeks to cater for.

Chairman Tonny Jensen

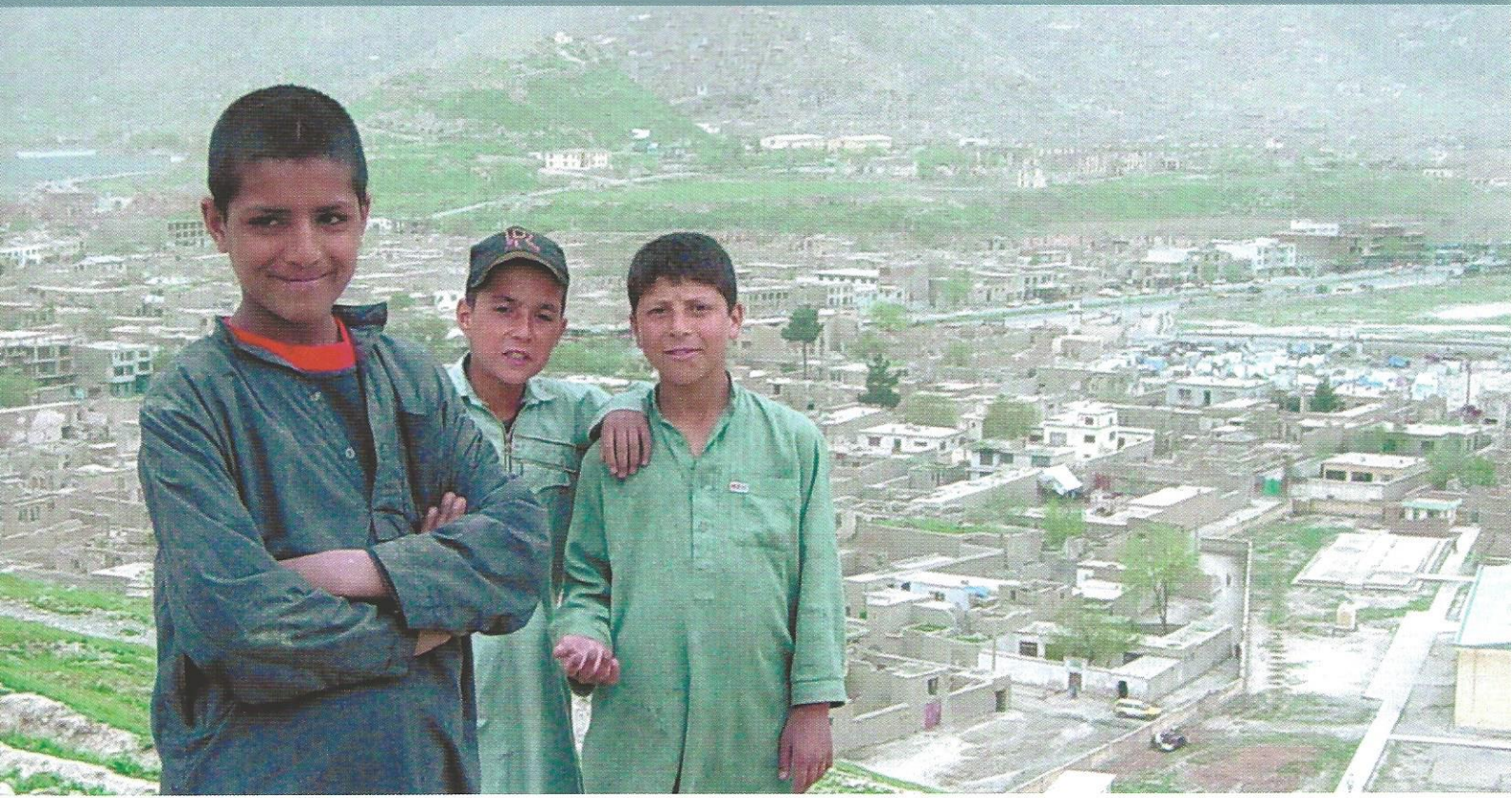
Managing Director Simon Holmberg

Managing Director till 31.3.2003 Bent Nørby Bonde





The year 2002 began with one of the biggest and most interesting challenges of the BMC during its 10 years of existence - Afghanistan



Afghanistan

Afghanistan was a unique experience in more ways than one. Never has the combination of conflict and successive repressive regimes had such a devastating effect on a population as it did in Afghanistan.

During Taliban rule all means of self expression were curtailed from music and art to media. Television was deemed against the Sharia law thus banned and radio was restricted to a few hours of religious broadcasting every day. News bulletins were strictly controlled by the authorities.

By the end of 2001, when the coalition forces had removed the Taliban, Afghan media was in a total state of disarray. The Taliban regime had systematically destroyed the broadcast structures and the conflict had destroyed most of the technical infrastructure.

BMC/EC's model for reconstruction of post conflict Afghanistan media was to focus attention on the State Broadcaster, Radio Television Afghanistan. (RTA) This was a conscious decision because no private media existed in the country and was unlikely to do on a market basis for the foreseeable future. It was also apparent that the majority of Afghan

people still saw the State broadcaster as their main source of information.

BMC had been planning a humanitarian radio service that would broadcast from Pakistan into Afghanistan during the conflict. A feasibility study was carried out in October 2001 and discussions with the Pakistani authorities were ongoing when the conflict ended quicker than most analysts dared to have predicted.

The "Good Morning Afghanistan" (GMA) model evolved from the humanitarian concept but with the long term ambition to serve as a role model within the public broadcaster Radio & TV Afghanistan. Funded by the EC rapid reaction mechanism BMC was able to be in Kabul within weeks of the liberation. Agreement was reached with RTA and an hour of airtime was allocated to BMC to launch the programme.

“Good Morning Afghanistan”

GMA was designed to represent the true spirit of public service broadcasting. It was assured full independence from the authorities, and still a part of the RTA-organization. BMC has always had the strong belief that when governments, politicians and populations in practice realize what independent public service broadcasting is about they would not be so afraid of letting the media have editorial freedom.

The programme was launched within four weeks of obtaining the permissions. This involved a tremendous logistical operation; interviewing and appointing a team of 30 journalists and sundry staff, sourcing and airlifting 5 tons of technical equipment from Denmark’s Radio and refurbishing the building allocated to the project by RTA.

Since launch, the programme has been actively pursuing its public service ethos and providing full support to the interim administration particularly in the Loya Jigra process. It is interesting to note that GMA was the only local programme

that the Former King granted an interview to on his return from exile.

It is widely accepted that “Good Morning Afghanistan” provided one of the most comprehensive coverages of the Loya Jigra for local audiences.

Even the six month report from The Interim Administration singled out “GMA” for “particular contribution in stabilising the country and assisting to increase the knowledge of the population”.

In the pilot phase, focus group studies showed that GMA had achieved almost 100% brand recognition in the Kabul area with 70% of respondents listening to 4 or more shows a week. Of the lower socio-economic groups interviewed, GMA was the primary source of information. All respondents said that they significantly trusted GMA more than other sources.

Some Afghans say the greatest feat of “Good Morning Afghanistan” has been that Afghans are turning to an Afghan broadcaster to learn what is going on in their own country. “Good Morning Afghanistan,” for its part, is breaking with a leaden tradition in broadcasting... The Afghan program is by Afghans, for Afghans, about Afghan issues.

John F. Burns, New York Times 4th September 2002



The project was extended by the EC in April.

“Good Morning Afghanistan” has now been joined by a sister programme “Good Evening Afghanistan” which started transmitting in August every evening and was consciously designed to appeal to a younger audience.

Both programmes are now broadcast live from GMA’s own studio complex in the old Radio Kabul building. This means that the programmes are now technically independent from the rest of Radio Afghanistan.

The editorial stance remains stoically independent. GMA by policy does not to any extent undermine the Interim administration but strengthens its credibility by questioning actions and policies where necessary.

The next phase of the project will be focused on expanding the programme regionally. Both by improving geographic coverage and also incorporating programming from the regions in RTA national broadcasting. A youth and talk show programme are also planned to be launched within the framework of GMA. This phase will be supported by EC and Danida.

In addition to the programming, BMC has also been actively involved in the general development of the media policy and media landscape in Afghanistan.

BMC commissioned Merlin Communications to undertake a comprehensive technical study of the state of transmitters in Afghanistan and to develop cohesive models of reconstruction and integration of the regional broadcasters with Kabul.

The first international media seminar to discuss the future public broadcasting options in Afghanistan was organised by BMC in Copenhagen in April. In the communiqué the Afghan government committed not only to free independent media but also to establishing RTA as a true public service broadcaster.

The next day a seminar for about 30 international donor and media organizations discussed and agreed with the Afghan delegation the priorities and collaboration for support to the Afghan media development.

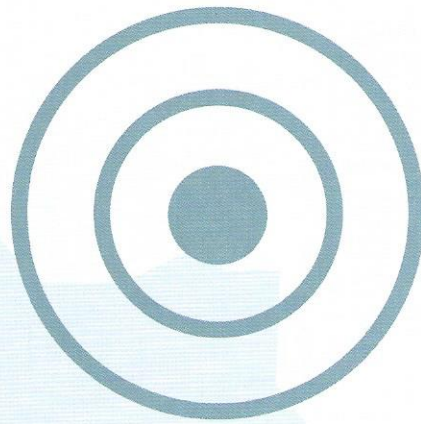
On request from the Afghan delegation and supported by EC BMC undertook during the following months a number of tasks in the media policy field.

As one of the co-organizers BMC was actively involved in the preparation and implementation of the International Conference on Independent and Pluralistic Media in Afghanistan hosted by the Ministry of Information in Kabul in September.

BMC did a 3 weeks course for the key staff within the Ministry of Information & Culture to build the capacity of the ministry to evaluate, formulate and present projects in the media sector to international donors and organizations.

Further BMC assisted the management of RTA in preparing an internal seminar about public service broadcasting.

Finally BMC did draft a pamphlet to form the basis for the discussions between civil society, media managers and politicians about the future media landscape. Choices in Afghan Media Policy – a debate pamphlet in Dari and Pashto – is to be published in 2003.



Nigeria

It was an enormous task BMC had taken on board – to describe the entire media sector in Nigeria – including private, public, electronic, print, federal, state and local media. And on top of this the educational and training sector as well as the media policy in the country.

The project was requested by the Minister of Information & National Orientation and co-financed between the ministry and Danida.

The time given within the project has been very limited and actually too little. However, we believe that BMC managed not only to initiate a very important process for the Nigerian media, but also a report, which by several Nigerian media specialists was described as the most comprehensive and detailed report ever made about the media in the country.

The aim was together with the stakeholders in the Nigerian media sector to develop a coherent future strategy for the media, which could be presented to international donors and media organisations who would want to start collaboration with Nigerian partners.

A Stakeholders' Meeting turned out to be extremely useful.

The meeting was chaired by the Chairman of the Senate's Committee on Information. The Minister of Information & National Orientation, Jerry Gana, as well as the former minister of Information, Culture and Sport, Tony Mamoh, took active part in this meeting.

There is no doubt that BMC did initiate a process among the stakeholders, which not only is a process of formulating needs and wishes to donors, but actually also and even more important is a process towards formulating a joint media policy for the country and across the various economic and political interests. The process including media and politicians ended up in conclusions with concrete suggestions for how to secure further editorial freedom for the media.

Unfortunately Danida could not continue supporting this crucial process due to budget cuts and other priorities.

South-east Europe

During the year 2002 the two main projects that Baltic Media Centre was responsible for in the region, TELESEE and SEENAPB, have found ways to collaborate effectively among the private and public media in the region.

The improvement of the conditions of the surrounding societies, where both public and private media are working, has not been as quick as some optimistic observers were expecting. That has slowed down the process of creating a real public service system as well as a sustainable system of private quality broadcasters. There are two underlying reasons – namely the economic conditions and the political culture in South East Europe.

The necessary improvement of the economic conditions mostly goes beyond the scope of BMC's activities, but both in the activities related to South East European Network of Associations of Private Broadcasters (SEENAPB) and in the activities related to the Network of Public Broadcasters (TELESEE) BMC has tried to address the financial sustainability in programme collaboration as well as the problems of the political culture.'

"The TELE-SEE has issued for us a "Shengen visa" for the South East Europe" wrote "Gazeta Shqipetare" (The Albanian Daily) the biggest daily of Albania.

TELE-SEE

At a meeting of the General Managers of the South East Europe (SEE) Public Televisions and their representatives (Bornholm-Denmark, April 2000) it was decided that the regional cooperation between these organizations should proceed in three main areas:

- 1) Media Policy
- 2) Programme Co-operation
- 3) Institution Building and Training

The aim was to ensure free, editorially independent media and cultural exchange strengthened through networking for a democratic media in the form of regional cross border co-production.

Responding to these objectives set forth, the TELESEE Network of the Public Broadcasters of SEE was created in February 2001, with the participation of the public televisions of Albania, Bosnia and Herzegovina, Croatia, FYRO Macedonia, Romania, Slovenia, Serbia and Montenegro. Later Greece joined the collaboration project.



The support provided by BMC and financed by FRESTA to the TELESEE network has actively been helping to improve both of the financial sustainability in programme collaboration and to improve the political culture through stimulating the communication between broadcasters, regulatory bodies and media politicians.

Over time BMC has with a number of other international partners helped creating new media laws and laws on public service to guarantee as big political freedom as possible for the former state broadcasting companies. In most of the countries of the region that has been achieved.

The problem that is still remaining, however, is that the culture of the political elite has changed in a much slower pace than was hoped. This has given the leading political parties, in some countries of the region, a possibility to influence the functioning of public service broadcasting. These kinds of practices clearly demonstrate that there has to be continued vigilance in the field of media policy, so that the political interference can be avoided. An increased dialogue between media and politicians is necessary to change this situation.

The main goals of Fresta projects in South-East Europe are to create reconciliation, increased cooperation and better understanding among the peoples of the Region. An essential part of BMC TELESEE project is to produce television programmes, which interest and do allow for identification from all sides of the conflicts. Tens of News Feature stories were during 2002 co-produced between the public service companies to give immediate and diversified information to audiences about the events that are interesting and common to South-East Europe. Great care was taken to make these stories as unbiased as possible and also to produce them in a professional way to keep the interest of the audience alive. The support given to this process has laid the cornerstone for creation of a lasting cooperation between the companies at management level as well as it has created personal ties at the producing level, which hopefully will maintain the interest in collaborating with neighboring colleagues. In all the fields of cooperation coaches and producers from West European countries and from the Region were actively helping to create the best possible stories.

The following prime-time programmes were co-produced in 2001 – 2002

Series

Green TV – series on ecology and nature themes of 6 episodes x 30 minutes. The series demonstrate that the environment problems surpass the geographical borders, that local negligence in this domain can have an impact on the whole region, and that environmental balance can only be reached by regional co-operation.

Feast! – series of 5 episodes x 30 minutes on traditional gastronomy and food related traditional customs and culture of SEE. The Feast! is a celebration of life in its colorful diversity, it dwells on the common features of gastronomy and cultural inheritance of the SEE region as basis for a joint identity.

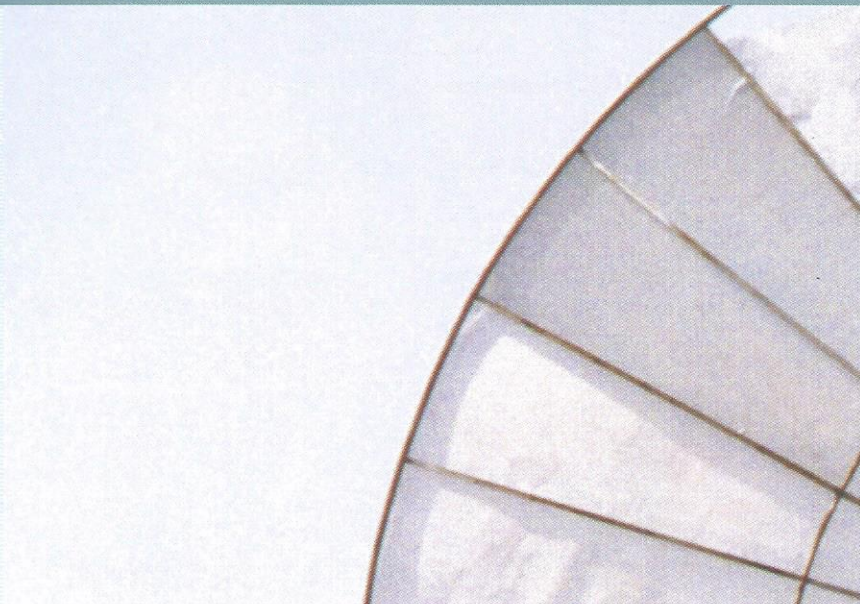
One-off documentaries

Two 30 minutes documentaries were co-produced by TELE SEE in 2002: *The Brain Drain*, dealing with the common problem of SEE of emigration of young and educated people due to economic reasons; and *Manaki Brothers*, an archive-based documentary on the photographer-pioneers of the Balkan region - the Macedonian brothers Manaki.

The documentaries stirred a significant interest by the topic they approached and were considered to show valuable patterns of understanding in SEE. As an example the programme *Manaki Brothers* was given a special screening with a discussion on Romanian TV, like it was screened on the Independence day of Albania.

Cross-cutting initiative

Television series named *See EU* aimed at youth audience were produced in 2001-02 as a result of cross-cutting collaboration between the networks of TELE SEE and Youth Twinning Networks. The series dealt with the following themes: Young People Solving problems; Education; The Music of the Young; Youth Success Stories; The Young Decision-makers, and were produced in close partnership between the TV professionals and the young people of SEE.



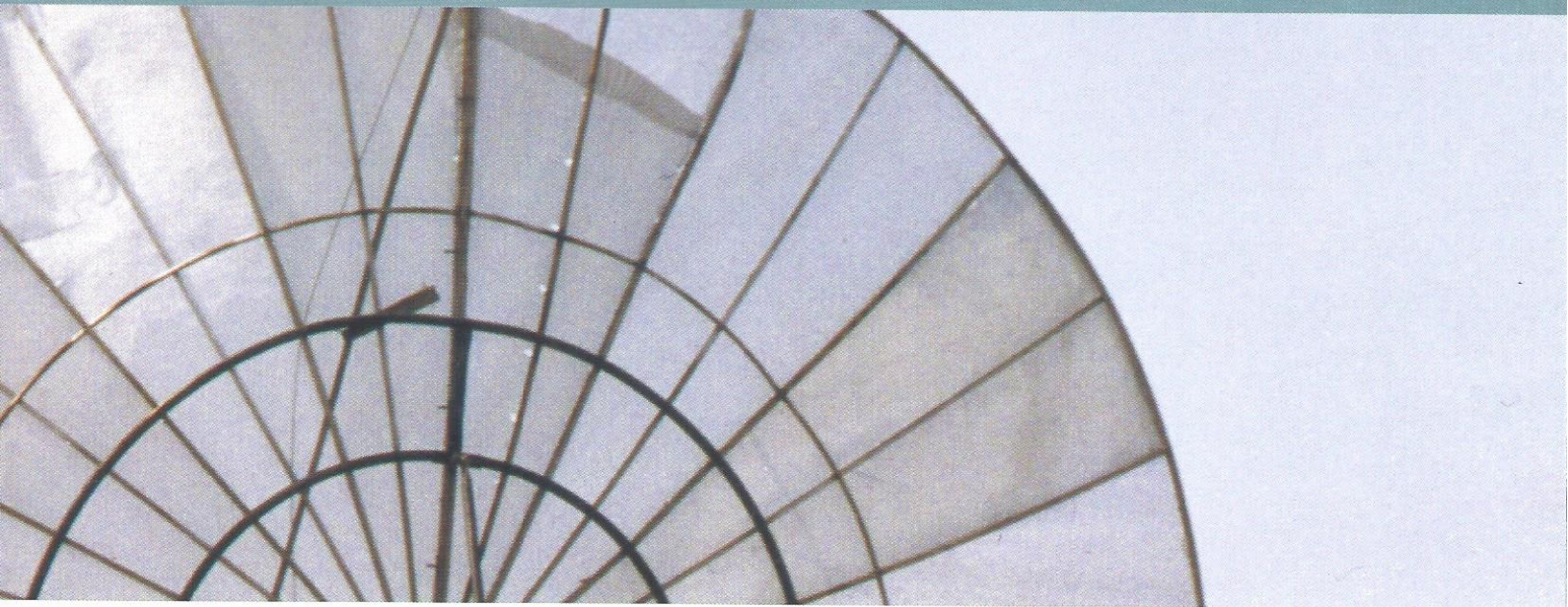
TELE-SEE co-productions 2001 - 2002

Within the Programme Co-operation area in the period 2001 – 2002 the TELE – SEE network co-produced an impressive amount of television programmes to be distributed all over the SEE region. The programmes were aimed to contribute to the creation of a climate of peace, stability, understanding, and tolerance in the region. Activities such as production training, consultancy, and coaching were closely inter-linked with the actual productions.

All the co-production activities are supported by FRESTA Programme of Danish Ministry of Foreign Affairs, and facilitated and co-ordinated by the BMC.

At the end of 2002, after almost two years work of the TELE SEE, the Romanian TV representative states:

"The climate of trust created permits a gradual approach to more controversial subjects and complex working routines."



A quote from the participant's evaluation form of See EU programmes:

"The contribution of SEE-EU is to build peace, stability and tolerance in SEE, we believe, that if we succeeded to create one moment of true emotion concerning a young person from a neighbouring country, one moment of true compassion concerning the sad story of someone near us and at least a few moments of authentic information or high quality entertainment, then the aim of the program was reached".

Other activities

TELE SEE participation at the Baltic Sea Forum for Documentaries. Four documentary film projects from South East Europe were presented at the Baltic Sea Forum for Documentaries in Riga, Latvia, September 2002.

A Macedonian TV representative reflected on the Forum:

"We cannot overestimate how important the event was for us. It was the first time when we could learn about how to produce on international standard for international audience, how to deal with international co-productions, and how to talk directly to West European television professionals, that made us feel equal to them."

TELE-SEE – Secretariat

In 2002 the TELE SEE Secretariat was established at the Romanian Television with an active participation of the BMC. The Secretariat is aimed to be the consolidator of the TELE SEE activities and co-production, and the central focus point for long-term sustainability. Presently, the BMC works together with the Secretariat on daily activity routines, as well as elaborating future strategies and projects.

Productions in progress

In the autumn of 2002, a decision was taken by the TELE SEE national co-ordinators to put stronger emphasis on developing more socially and politically hard-hitting programmes within the production period 2002-03.

Responding to that decision following prime time television co-productions are in progress:

- Roma in SEE – miniseries of 2 x 30 minutes
- The Women of SEE – miniseries of 3 x 30 minutes
- Minorities in SEE – miniseries of 2 x 30 minutes
- The UNESCO Heritage Sites in SEE – series of 6x 30 minutes
- EU Enlargement and SEE– miniseries of 2 x 30 minutes
- Relics of Socialism one – off documentary of 30 minutes

Training

An essential part of the TELESEE activity was also training. Many of the public service companies have no resources to educate their personnel in the fields of new technologies and new effective ways of production. BMC has been actively organizing training for journalist and editors as well as producers to have attractive stories for the larger audience. Public service televisions are not alone in this field of media and the competition of people's time is getting harder and harder. This is one of the reasons why it is necessary to strengthen the professionalism in the public sector so that they can better fulfill their duties in the service of the people.



SEENAPB

The South East European Network of Private Broadcasters

Media Policy

through regional collaboration the main goals are to strengthen the national associations of private broadcasters so that they can act as pressure groups inside their countries and throughout the South-East Europe. During the year 2002, SEENAPB was actively pressuring for better working conditions for electronic media, be it getting more advertising time or transparent procedures to allocate frequencies. The Comparative Analyses of Broadcast Legislation in SEE, which includes surveys and synoptic comparisons of the legal development in the media field in South East Europe, in 3 EU-countries and separately the EU-media regulation, has become one of the most influential surveys in this field.

Furthermore, a regional Forum for Dialogue for media, regulatory bodies and media politicians took place in 2003 as well as a number of national forums.

News Exchange

One part of the SEENAPB project is the Regional News Exchange. After a long period of persisting technical problems it finally started effectively operating at the end of the year and gave access to all members of SEENAPB associations to upload and download news stories from the region. The unique feature of the Exchange is its concentration on exchange of audio stories. The News Exchange is more and more changing its focus towards stories that are not easily available through normal news agencies. It creates interesting features in the fields of music and culture, environment and tourism giving listeners unique audios from famous artists

SEENAPB – The South East European Network of Private Broadcasters is supported by BMC and FRESTA.

This network was formally created in 2001 and decided to work together in the fields of:

- Programme co-productions
- Media Policy
- Training

and interesting events. But it also has the latest sound bites from political leaders and people in the street in the region.

A recent evaluation of SEENAPB brings about e.g. the following quotes from media development experts in the region:

“A good and unusual idea”

“One of the rare media development projects that is worth pushing.”

“The whole region would benefit”

Training

Part of the project was also to arrange training for association building and information policy. Both local and international consultants were traveling the region to create new methods and activities in these fields. A growing sense of common interest is slowly emerging among the member associations.

Secretariat

The Presidency and Secretariat of SEENAPB this year moved from the Bulgarian association to the Bosnian association in Sarajevo.

All these activities have strongly helped to create a more independent and free electronic media, both private and public, in South-East Europe. The work is not finished yet, however. A slow process of transformation is taking place, and you often have to take a step backward to be able to continue towards the right direction.



Co-production in the Baltic States and Russia

In December 2002 the Copenhagen Summit of the European Union “put the end to the divided Europe” (Magyar Hirlap, Hungary) by the historic decision to admit 10 new member states to the EU, including the three Baltic States of Estonia, Latvia, Lithuania.

All the most important media of the Baltic countries greeted the long-awaited decision, some of them recalling the very recent history less than 15 years ago when all the media were tightly muzzled by the Soviet state.

After regaining independence in 1991 the Baltic countries have gone through a difficult but very rewarding process to establishing democratic and liberal societies. Media have been an important part of the process, and now they

generally operate freely and with few legal restrictions to their work.

The Baltic Media Centre has for 10 years followed and been an active contributing partner to the media development and democratisation in the Baltic States and Russia. As the media situation has radically improved in the Baltic countries in the past years, there has been fewer but more focused activities in 2002, with - in several cases – active partnership and co-financing from region.

More emphasis, however, has been put on evolving in depth activities in Russia, where the situation in the media sphere is still a cause for concern.

Baltic Sea Forum for Documentaries

In September 2002 the 6th Baltic Sea Forum for Documentaries was for the first time held in a Baltic country – in Riga, Latvia. The event was co-financed by Latvian Ministry of Culture and Kulturkapitala Fonds among other international donors.

All in all, twenty-five projects from the Baltic countries, South East Europe, Belarus, Russia and Ukraine were presented to an international panel of commissioning editors and representatives of the film funds. Commissioning editors from such TV channels as ARTE, RTBF, YLE, ZDF, Estonian and Latvian Televisions, as well as film funds and media organisations as Danish Film Institute, Jan Vrijman Fund, Sundance Documentary Fund and Internews took part at the work of the Forum.

Co-production Workshop

The documentary projects were refined and prepared for the presentation by their producers during a Co-production Workshop which took place before the Forum. Apart from the obvious benefits of professional knowledge and practical presentation skills the Workshop introduced to the producers, it became an event of professional networking and mutual friendly interaction between people from different regions of Europe.

As a result of the Forum eleven of the projects presented there have by now received international funding or have become international co-productions.

Baltic Russian Development Fund (BRDF)

The Baltic- Russian Development Fund for Documentaries was founded in 2001 with an aim to support the Baltic-Russian co-production potential by facilitating documentary film co-productions, to facilitate professional networking and exchange of impartial information between the Baltic countries and Russia.

All the film projects supported by the BRDF are co-productions between one of the Baltic countries and Russia or Belarus, as according to the BRDF regulations only cross-border co-productions are grant-eligible.



During 2002, nine documentary film projects from Baltic countries, Russia and Belarus were supported by the BRDF. They were:

- Russian Name (NGO The Independent Journalist, Kaliningrad, Russia - Lithuanian Television, Lithuania)
- Beyond Life (LNT, Latvia – TELE INVEST, St.Petersburg, Russia)
- Escape (LNT, Latvia – TELE INVEST, St.Petersburg, Russia)
- Too Close to the Sky (Vides Filmu Studija, Latvia – Skip Media, Moscow, Russia)
- Philosopher Escaped (Locomotive productions, Latvia – Studija Ostrov, Moscow, Russia)
- Train Line 283 I (Exit Film, Estonia – Komi TV Channel, Vorkuta, Russia)
- Ladislav Starewitch (Era Film, Lithuania – Studio FU 24, Moscow, Russia)
- Our Children (Studio Stopshot, Belarus – Lithuanian Television, Lithuania)
- The Monologues (Studija Sojuza Kinematografistov, Belarus – Belarus Information Centre, Lithuania)

The support of the Fund had been of fundamental importance for the projects originated in Kaliningrad and Belarus, as the local television market or state structures there cannot provide any logistic or financial support to independent productions.

The projects from Belarus were presented for the BRDF at the one-day co-production workshop held in Minsk within the framework of the BMC research trip to Minsk in December 2002.

Yuri Goroulev, the producer of "Our Children", a Belarus-Lithuanian co-production said when receiving the grant:

"I am very thankful to the Fund for the support to my project, as it gives the production team both moral and practical perspective, and I am convinced that thanks to this grant the film will be made."

The two St. Petersburg (company TELE INVEST) – Riga (Latvian Independent Television) co-productions *Beyond Life* and *Escape* dealing with the problem of drug have already been completed and broadcasted in Russia and Latvia during 2002, receiving positive audience ratings. Other films supported by BRDF are in production.

Co-production Consultancy

The co-production consultancy carried out by the BMC in 2002 has been mostly linked to the projects presented to the BRDF and pitched at the Baltic Sea Forum.

There has been extensive legal assistance and consultancy services provided to a number of production companies in Estonia, Latvia, Lithuania, Russia, among others Corona Films, Kaupo Filma, Allfilm, Era Film and others.

Post Production Centre, Lithuania, Triangle, Estonia, Latvian Training and Co-production Centre

For all three centres 2002 was a year of consolidation. In both Estonia and Lithuania a substantial number of co-productions were produced, sometimes with the centres being more active in the production than hitherto. In Estonia the centre has carried some training activities in co-operation with The Estonian Art Academy and others. The increase in activity in both Lithuania and Estonia has led to the centres buying or leasing more equipment. This has been possible without resorting to financing from the outside. In general, the companies are showing great purpose. In Latvia the activity has been at the same level as previous years.

Nordic Baltic Film Fund

BMC administrated for the fourth year running a grant programme on behalf of The Nordic Baltic Film Fund. A total of 400.000 DKK was granted to assist film- and TV professionals from Estonia, Latvia, and Lithuania, to get training and liaise with media professionals from the Nordic countries and other parts of Europe. More than 30 grants were provided. The arrangement was a great success and has been an important supplement to other activities taking place in the Baltic Region.



The largest daily of Latvia "Diena" wrote about the Forum:

"The Baltic Sea Forum for Documentaries is an important meeting place for film producers and the commissioning editors. There is a lot of hope connected to the Forum 2002 in many aspects. More regions than ever are represented at the Forum – Kaliningrad region of Russia, Ukraine, Belarus."

Courses for The Baltic States,

- Co-production Course

This one-week-course was included in the course programme again for 2002. It was for experienced producers and filmmakers. The course focused on Story Telling and Editing.

- Radio News

The one-week-course was designed for experienced radio journalists and concentrated on the free, fair, and impartial radio broadcasting. The course developed interview and production techniques and instructed participants in the emerging online technology through the creation of and launch of an internet radio station, Radio Planet. The station was launched on the third day of the course and featured news, interviews, discussion, and music.

- TV News

The one-week-course was designed for experienced TV journalists and concentrated on the free, fair, and impartial radio broadcasting. The course instructed participants in theoretical and practical sessions on newsgathering, interview techniques, presentation skills, camera operation and editing packages, and features. The participants produced a magazine programme which was screened at the end of the week.

- Analytical Reporting

The one-week-course was for broadcast journalists from radio and TV. The course analyzed what is produced in the Baltic region and labelled as investigative journalism. It discussed and instructed the various methods used to identify and pursue sources and information as well as a deeper insight into story production and presentation.



Russia and Poland

Media activities in Kaliningrad region of Russia

The media situation in Kaliningrad is more complicated than in most of the other regions of Russia. For the journalists working there the limited size of the regional media market and the dependence for the media on economical and political interests make it difficult to safeguard their journalistic independence.

For some years already the BMC has put efforts in assisting to develop independent and pluralistic media in the Kaliningrad region of Russia. The realization of this objective is of utmost relevance now when the neighbouring countries Lithuania and Poland are on the accession way to the European Union. The integration of the Kaliningrad media within the region, their ability of impartial reporting and media collaboration have become of greater importance than ever before.

In 2002 an idea had crystallised that the establishment of an organisation which in reality facilitates free media, gives professional support to the journalists, presents opportunities to the journalists to meet, and discuss topical subjects, builds cross-border links with professionals in other countries and regions has become especially important in the given circumstances.

Conference Strengthening Pluralistic Media in Kaliningrad

On November 2-3 2002 a conference Strengthening Pluralistic Media took place in the Baltic enclave of Russia Kaliningrad, organised by the BMC in collaboration with Kaliningrad journalists and the Kaliningrad State University.



The conference had two basic objectives:

- to take stock of the present media situation and environment in Kaliningrad and
- to launch a Kaliningrad Media Centre (KMC) – a place for training of the local journalists, a centre for discussions, round tables and media monitoring with an overall aim to promote democracy and media development in the Kaliningrad region.

Special focus of the conference was towards developing regional cross-border collaboration with Lithuanian and Polish media counterparts.

A number of Kaliningrad and Kaliningrad region journalists and representatives of media NGOs took part in the conference along with representatives of Russian and international media support organisations such as IREX ProMedia, Internews, Press Development Institute of St. Petersburg and Media Viability Fund. Inspiration was gained from Belgrade Media Centre and others.

A journalist said:

“The main aim of the KMC should be monitoring and improvement of the ethical standards of the local journalism. We have no ethical code here.”

Kaliningrad Media Centre

The Kaliningrad Media Centre was legally established by the end of 2002 by a logistic and administrative assistance of the BMC and financial support of Danish Government.

The strategic aim of the KMC project is to promote civil society and democratic development by strengthening and developing mass media. The KMC web-site rightly states that “only professional, financially steady and aware of its own rights media can realise its basic aims and functions such as to disseminate non-biased information, to report to society and to raise debate on vital issues” (www.kmediacentr.ru).

The KMC has drawn a schedule of local and international media training courses, as well as other media events for the year 2003. Monitoring of Kaliningrad and Russian media is carried out on regular basis.

Tripartite Collaboration

On 12th of September 2002 a Protocol of Intent was signed at the first Tripartite Conference, with representatives from Bornholm (Denmark), Kaliningrad(Russia) and Warmia-Mazury(Poland) taking part.

The political leaders of the three regions agreed to develop a Tripartite Cooperation in the areas of common interest. The BMC takes part at the Tripartite Cooperation project by developing collaboration strategies in the media field, taking as basis the already existing collaboration and contacts in Kaliningrad, and developing new and wider cross-border strategies. The project activities have commenced with the establishment of the KMC, and will be continued in 2003.

During the conference a journalist and editor of a local newspaper said:

“We have real need for a media centre to unite the journalists and help them work together. We have to work on raising the level of our professionalism, especially at the regional media outlets.”



South Asia

BMC intervention in South Asia was limited to completing the pilot phase of the UNDP/PARAGON The Peace and Stability through Cross Border Media Collaboration programme. The main aim of the project was to promote peace and stability by strengthening the role of the media in the democratic process and by assisting the development of regional co-operation between media, media training institutions and media organisations in the region.

The Programme was designed to support the overall aims and objectives of the UNDP's PARAGON Regional Governance Programme which is to promote sustainable human development by facilitating the creation of a humane governance enabling environment by the state, civil society and the private sector.

Activities undertaken by BMC included policy analysis and advocacy both at the national and regional levels through critical support constituencies.

Action knowledge generated by BMC research and consultations was widely disseminated among key actors and stakeholders on policy and practice in the media field. This

also included the publication of a policy analysis report on media in the region which included the changing role of public service broadcasting, case study on reporting during conflict situations and identification of key issues impeding effective media operation.

Good governance related training modules for media professionals in conflict, election and political reporting were also developed. Conflict reporting was pilot tested in Colombo, Sri Lanka in November 2002 with co-operation with the World View Foundation.

For 2003, BMC will be undertaking a major workshop for World Bank Institute together with the Danish organization for short term conflict interventions – IMS. At the workshop key media change agents from South Asia will come together in Bangkok. The idea of the workshop Media Performance in Local Good Governance and in Violent Conflicts in South Asia is to employ a process orientated approach to develop co-ordinated programme strategies to assist cross border co-operation.

BMC training

2002 was a difficult year for BMC Training. One of our main co-funders, the Democracy Fund, announced in 2002 that they no longer supported countries which stood on the doorstep to membership of the EU, i.e., the Baltic States, among others. This meant that the funding was considerably reduced compared to previous years. In addition, FRESTA decided to place the majority of the vocational journalism training of the SEE region at the Danish School of Journalism.

However, there still exists a substantial need for vocational training of media professionals in the Baltic region. In 2002 the BMC covered a great need for training ranging from basic journalistic skills to highly specialised, advanced courses for radio, television, online, management, programme-making, presentation skills, etc.

Based on our 10 years' experience in vocational training of media professionals, our expansions into other regions have resulted in an increase in training courses off the island. Apart from the courses held on the island particularly from

the Baltic region, the majority of our courses were held off the island in e.g., Sri Lanka, Afghanistan, Kaliningrad, Hungary, and Latvia. (Courses related to the regional projects are dealt with under the individual projects).

To accomplish these tasks, BMC Training relies on our international pool of trainers. Without them we would be unable to provide the high-quality courses, seminars, and workshops that are the cores of the services offered by the BMC.

BMC TRAINING CONSULTANTS:

The BMC hire media professionals with training expertise, experts who take time out from their regular jobs to undertake what for them are challenging – and enjoyable – aspects of their work. We are indebted to and thank everyone on the team for their continued support, encouragement, and constructive criticism.

Key members of our training team

- Claus Vittus - Journalist
- Kurt Strand - Journalist
- Klaus Bach - Senior Editor
- Pia Cohn - Radio Broadcaster
- Jon Kaldan - Correspondent/Journalist
- Charles Angus Fletcher - Journalist
- Graham Addicott - TV Producer
- Bernard Redshaw - Producer
- Rosemary Forgan - Producer
- Graeme Moreland - Radio Consultant
- Eddie Startup - Management Consultant
- Jens Linde -
- Henrik Grønnet -
- Richard Ayre - Broadcast Consultant
- Leif Hedman - TV Journalist
- Bengt Högberg - TV Producer
- Niels Christand Larsen - Journalist
- David Lowen - Broadcast consultant
- Lise Lyngbye - Journalism Professor
- Sarah McNeill - Radio Journalist/Producer
- Paul Pauwels - TV Producer
- Theresa Plummer Andrews - Children's TV Producer/Commissioner
- Tue Steen-Müller - Producer
- Ebbe Preisler - Producer
- Jørgen Ramskov - Senior radio Journalist
- Karen Secher - Journalist
- Rehan UlHaq - Consultant
- Mogens Vemmer - Consultant on Youth/Children's programmes
- Alex Vincenti - Online Consultant/Training Consultant
- Simon Whittaker - Broadcast Consultant
- Charlotte Nordahl Wien - Journalist
- Peter Riis - Journalist
- Sharmila Dervi - Journalist

Danish course summary

- Master of Computer-Mediated Communication (MCC)

The study programme has been developed by Roskilde University and is being carried out as a two-year part-time programme based on distance teaching via the Internet with 6 to 8 annual residency courses at the BMC. The study programme concludes with a masters dissertation and examination.

- Twelve for the Future

European Documentary Network held its annual co-production workshop known as Twelve for the Future at the BMC.

Board of directors

DANISH BOARD OF DIRECTORS

TV2 BORNHOLM

Tonny Jensen*

Chairman of the Board, BMC

Annelise Molin*

Mayor, Municipality of Nexø

Birgit Lindsnæs

Deputy Managing Director,

The Danish Center for Human Rights

Ebbe Preisler*

National Consultant,

Danish Children's and Youth's Film Club

Jeppe Kofoed

Member of the Danish Parliament

DANISH SCHOOL OF JOURNALISM

Kim Minke

Rector

COUNTY OF BORNHOLM

Bent Kaas

Illustrator

DANISH BROADCASTING CORPORATION

Finn Rowold*

Head of Section for TV International

TRADE AND INDUSTRY DEVELOPMENT

COUNCIL OF BORNHOLM

Kirsten Lyberg

Labour Union Chairman, HK Bornholm

APPOINTED DUE TO UNIQUE PROFESSIONAL AND PERSONAL QUALIFICATIONS

Søren Wolff

Communications Consultant

Henrik Antonsen*

Former Programme Director, Danish

Broadcasting Corporation, TV

Jens Linde

Editor in Chief, Danish Broadcasting

Corporation

Jens Hald Madsen

Member of the Danish Parliament

Mogens Blicher Bjerregaard

Chairman of the Danish Union of Journalists

* Members of the executive committee

Danish National Council

Staff in Dk, Balticum, SEE, Afghanistan

Employees at the Baltic Media Centre 2002

- Bent Norby Bonde Managing Director
- Simon Drewsen Holmberg
Deputy Managing Director
- Lisbeth Nielsen* Head of Administration
- Marianne Gerlach Account's Manager
- Brian Brink* Account's Manager
- Annette Seremet* Account's Manager
- Lotte Roch Nielsen Bookkeeper
- Cindy Jørgensen
Secretary and Festival Co-ordinator
- Charles Fletcher Head of Training
- Charlotte Meldal Backhausen
Training Administrator
- Dorthe Strøjer Kofoed Secretary
- Waseem Mahmood Chief Consultant
and Head of Consultancy Services
- Antti Kuusi News and Current Affairs
Producer/Project Manager SEE
- Måns Nyberg* News and Current
Affairs Producer/Project Manager SEE
- Ilze Gailite Holmberg Project Co-ordinator
- Kim Caspersen* Head of Information
- Niels Holm Technician
- Bjarne Rasmussen IT Consultant
- Mickael Möller IT Consultant
- Tue Steen Müller Co-production Consultant
- Jovan Okanovic* Consultant SEENABP
- Tamas Barok Consultant SEENABP

* These employees have left BMC during 2002

Employees at tri angle efu-bmc (Estonian training & co-productio centre)

- Maarek Toompere
Managing Director, salesperson,
Editing Technician
- Rainer Kask Technical Co-ordinator,
Editing Technician
- Hendrik Reindla Editing Technician
- Andres Lepasas Editing Technician
- Malle Pämpuu Bookkeeper

Employees at latvian training and co-production centre:

- Valdis Eglitis Managing Director
- Gunta Ikere
Manager and Editing Technician
- Eleonere Brudere Bookkeeper

Employees at the post-production centre - the lithuanian training and co-production centre:

- Audrius Kuprevicius Managing Director
- Evelina Cerkaite Bookkeeper
- Mikas Sadauskas Administrator
- Vygintas Prebergas Editing Technician
- Dominykas Kilciauskas Editing Technician

Employees at Good Morning Afghanistan GMA and Good Evening Afghanistan GEA 2002

- Barry Salaam Managing Editor
- Ramin Ahmad Admin/Finance Officer
- Hayat Hurmat Dari/Pashto News Editor
- Malik Aseem Pashto Programme Editor
- Safullah Aminzada Dari Programme Editor
- Abdul Qadir Zadran
Pashto Programme Editor
- Lutfullah Rashid Dari Programme Editor
- Munir Ahmad Noori Producer
- Ghafar Salehi Producer
- Rafi Jaeed Children Producer
- Ghani Mudagiq Pashto Male Presenter
- Anwar Orozgani Dari Presenter
- Sharifa Zurmati Pashto Female Presenter
- Farida Heela Dari/Pashto Female Presenter
- Jamila Reshteen Dari Female Presenter
- Omid Marzban (Sports) Reporter
- Lamyah Ahmadzai (Women Affairs) Reporter
- Gh. Mustafa Farhad Dari Reporter
- Shokria A.Khail Music Reporter
- Khoshal Taeb General Reporter
- Shakeb Hazrati Reporter
- Wahid Ahmadi Chief Technician
- Wali Nikzad Technician
- Sayeed Nazim Technician
- Akbar Quraishi IT Consultant
- Basir Balooch
Family/Child Consultant & Psychologist
- Sajja Kohistan Youth Magazine
Dari Female Reporter/Producer
- Fatima Youth Magazine Pashto
Female Reporter/Producer
- Shogoofa Sahar
Female Dari Child Reporter
- Alyasuddin Samsoor
Male Pashto Child / Reporter
- Qais Danishjo Male Dari Child Reporter
- Jawid Wafa Kandahar Regional Reporter
- Bashir Ansari
Mazar-e-Sharif Regional Reporter
- Nasim Shafaq Jalalabad Regional Reporter
- Ghafoor Rawan Paktia Regional Reporter

Annual account

1 january - 31 december 2002

		2001 (1000 DK)	
Income			
Government grant Balticum	584,595		606
Sale of services/projects	2,323,192		1,884
Other income	871		0
		2,908,658	2,490
Expenses			
Administration costs	-217,785		-208
Other costs	-237,336		-216
Direct project costs	-1,760,330	-2,215,451	-1,361
Saleries and wages	-524,359	-524,359	-619
		168,848	14
Depreciation			
Rebuilding, leased premises	-4,041		-4
Depreciation MUNKEN	-9,845		-8
Technical systems and machinery	-16,546		-11
Investments in SEE	-7,685		-8
Equipment MUNKEN	-8,562		-10
Operation equipment & furnishings	-3,379		-3
Provision for bad debts	-23,267	-73,325	0
Result before interest, extraordinary items		95,523	-30
Vested interest in suborganisations		1,091	43
Interest recievable, etc.	27		0
Interests expences, etc.	-33,501	-33,474	-48
Results before extraordinary items		63,140	-35
Extraordinary expences		-4,266	0
Result for the year		58,874	-35
Equity capital		360,000	242,000

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Training and
Co-production centres

Afghanistan

Good Morning Afghanistan

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Estonia

Tri angle

Estonian Training and Co-production Centre

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Lithuania

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