



ANNUAL REPORT 2000



International Media Development



BALTIC MEDIA CENTRE

Antennas: Tallinn, Riga, Vilnius, St. Petersburg, Zagreb and Podgorica.

Regional projects: *Balticum:* The Baltic States, St. Petersburg/Kaliningrad, Gdansk/Szeccin. *South East Europe:* Slovenia, Hungary, Croatia, Romania, Bulgaria, Bosnia, Albania, FRY with Serbia, Montenegro and Kosova, Macedonia, Greece and Turkey. *South Asia:* Nepal, Pakistan, Bangladesh, India, Bhutan, Sri Lanka and the Maldives.

National projects: Estonia, Latvia, Lithuania, Kaliningrad/St. Petersburg, Croatia, Serbia, Kenya, Pakistan and Vietnam.

Minor regional projects: Ramallah, Israel, Syria, Jordan, Egypt, Czeckie, Slovakie and Ukraine.

Offices: Bornholm, Edinburgh, Copenhagen and Islamabad.



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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 Centre for Human Rights
- **Ebbe Preisler** * - National Consultant, Danish Children's and Youth's Film Club
- **Jeppe Kofod** - Member of the Danish Parliament

DANISH SCHOOL OF JOURNALISM

- **Kim Minke** - Rector

BORNHOLM COUNTY

- **Annebeth Runge Gjessing** * - 1st Deputy County Mayor

DANISH BROADCASTING CORPORATION

- **Finn Rowold** * - Head of Section for TV-International

THE TRADE AND INDUSTRY DEVELOPMENT COUNCIL OF BORNHOLM

- **Kirsten Lyberg** - Labour Union Chairwoman, HK Bornholm

APPOINTED DUE TO RELEVANT 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

OBSERVER FOR BORNHOLM COUNTY

- **Niels Chresten Andersen** - Head of Carre Four Department, Bornholm County

** Members of the executive committee*



BMC's board with (from left): Ebbe Preisler, Annebeth Runge Gjessing, Jens Linde, Tonny Jensen, Birgit Lindsnæs, Finn Rowold, Kirsten Lyberg, Henrik Antonsen, Annelise Molin, Kim Minke, Søren Wolff and Jeppe Kofod. Jens Hald Madsen and Niels Chresten Andersen were not present when the photo was taken.

STAFF OF THE BALTIC MEDIA CENTRE IN 2000



(Back row - left to right)

- **Ole Hansen** - Accounts Manager
- **Lisbeth Nielsen** - Head of Administration
- **Annette Seremet** - Accounts Manager
- **Charles Fletcher** - Head of Training
- **Bent Nørby Bonde** - Managing Director
- **Simon Drewsen Holmberg** - Deputy Managing Director
- **Ilze Gailite Holmberg** - Co-production Co-ordinator
- **Niels Holm** - Technician
- **Cindy Jørgensen** - Secretary and Festival Co-ordinator
- **Charlotte Meldal Backhausen** - Training Administrator
- **Dorthe Strøjer Kofoed** - Secretary
- **Kim Caspersen** - Head of Information and Festival Director

Not pictured:

- **Darius Bazargan *** - Producer
- **Sam Compton** - News Exchange Advisor
- **Sanya Hunyadi *** - Regional Co-ordinator (SEE)
- **Hedda Kainz *** - Marketing
- **Waseem Mahmood** - Chief Consultant and Head of Consultancy Services
- **Mickael Möller *** - Journalist
- **Tue Steen Müller** - Co-production Consultant
- **Jovan Okanovic** - Consultant (SEE Radio Programme Co-operation)
- **Lelda Ozola** - Consultant
- **Dorte Poulsen *** - Secretary
- **Eva Rütel** - Tempus Administrator
- **Birgit Olsen** - Cleaning

** These employees have left BMC during 2000.*

STAFF OF THE BALTIC MEDIA CENTRE IN 2000

STAFF OF TRI ANGLE EFU-BMC (ESTONIAN TRAINING & CO-PRODUCTION CENTRE):

- **Maarek Toomper** - Managing Director, salesperson, editing technician
- **Rainer Kask** - Technical Co-ordinator, editing technician
- **Hendrik Reindla** - Editing Technician
- **Andres Lepasar** - Editing Technician
- **Malle Pärnpuu** - Bookkeeper

STAFF OF THE LATVIAN TRAINING AND CO-PRODUCTION CENTRE:

- **Valdis Eglitis** - Managing Director
- **Gunta Ikere** - Manager and editing technician
- **Eleonere Brudere** - Bookkeeper

STAFF OF 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

ANTENNA OFFICES IN THE BALTIC STATES

- **Kaliningrad Antenna** - Natasha Boikova
- **Riga Antenna** - Guntis Trekteris
- **St. Petersburg Antenna** - Anna Sharogradskaya
- **Tallinn Antenna** - Taimi Kalvet
- **Vilnius Antenna** - Renita Paleckiene



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Radio and television bring stories into our homes from all over the world - Sydney, Washington, and London. Nevertheless, the stories with the most profound effect on our opinions and alter our perception and consciousness, take place in the immediate vicinity of where we live.

Stories from the neighbourhood, our country and neighbouring countries are more interesting to us as listeners and viewers because they enable us to compare them with our own daily life, culture and values. They enable us to identify.

Whenever the Danish media give prime time priority to stories that present a negative view of immigrants in Denmark, for example, this is immediately reflected in the opinion polls in favour of the nationalistic political parties. When the tendency shifts direction and the media present stories on new cultural, culinary and business values brought by the immigrants, the opinion polls show movement in the opposite direction.

In other areas of the world where democratic traditions are of a more recent date and less developed and where recent history has been less than peaceful than in Denmark, the mass media are undoubtedly a powerful instrument that all government parties want to control. Especially when seeking support for external or, more likely today, internal conflicts between various population groups.

Given the impact of radio and television, it is not surprising that the manner in which the other side is presented - be it neighbours, immigrants or the population of surrounding countries - is crucial to a government for winning the support of its people in an armed conflict.

An intelligent government politician will use the media as an instrument for presenting his or her stories as seductively as possible, thereby influencing the priorities of news

coverage - and in consequence of this - the public debate as well. A less intelligent politician seizes power over the media by passing new media legislation, harassing journalists and critical media, appointing managers and journalists with the »correct« political opinions or through direct censorship.

Both tactics often result in a less varied, more one-sided presentation of the news, and in spreading and intensifying prejudices and stereotyped views of minorities or of the people living in neighbouring countries. Concurrent with increasingly unbalanced, hostile news coverage and programming policies regarding how the »other side« is depicted, the first signs of a possible armed conflict appear.

When they do, it often signifies the last chance for international organisations like Baltic Media Centre to seek to counteract an actual outbreak of the conflict by supporting the journalists, media and managers who are in favour of neutral, balanced and professional news and media coverage.

Naturally, the most preferable solution would be if the local actors and the interna-



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tional community had supported the development of editorially independent, autonomous media long before the situation took such a dramatic turn.

THE DANISH TRADITION

For many years, the field of conflict prevention has been an important aspect of Danish policy, a tendency that has intensified since the end of the Cold War. The Danish military no longer places a high priority on a strong national defence system, but is instead strengthening its capacity to participate in UN peacekeeping and conflict prevention missions.

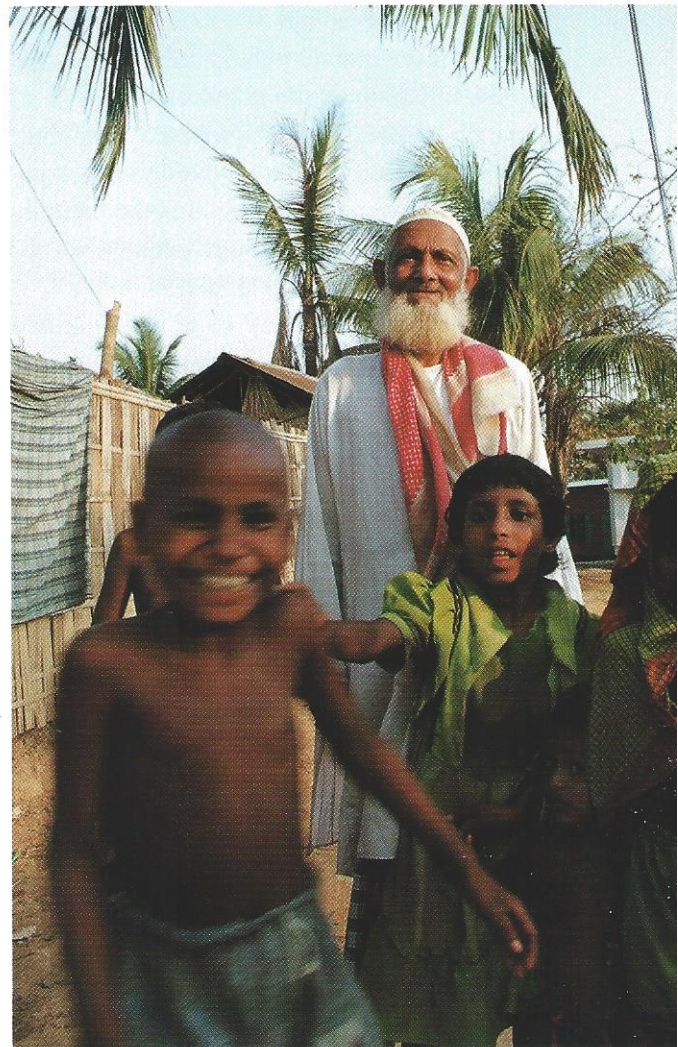
Since 1% of the Danish GNP is given to the Third World countries in the areas of social, economic and educational development, Denmark's foreign aid is the highest per capita in the world and therefore constitutes an important factor in conflict prevention. That such a large part of the support is also provided via NGO's working to promote the civilian societies and democratic developments demonstrates Denmark's strong will to sustain peace, stability and democracy.

Denmark's International Humanitarian Brigade was established as a flexible, rapid deployment unit that provides humanitarian assistance to conflict zones and disaster areas.

FRESTA - the Danish Ministry of Foreign Affairs' relatively new, but important programme for peace and stability - is yet another expression of the Danish Parliament's willingness to support all endeavours that promote peace and stability wherever possible. The FRESTA programme has developed a large regional programme to promote cross border co-operation between the civilian populations throughout South East Europe and will also start similar programmes in Central Asia and the Caucasus.

The International Media Support Association - a new organisation founded by the Danish Union of Journalists, the Danish School of Journalism, the Danish Centre for Human Rights and the Baltic Media Centre - will soon be starting its activities. The purpose of the organisation is to provide rapid, acute assistance to media in pre-conflict situations.

For the past eight years, Denmark has been actively working - via Baltic Media Centre - to promote democracy, peace and stability in the long-term target areas, i.e. the Baltic Sea Region, South East Europe, South Asia





and the Middle East. A complicated, yet comprehensive, coherent effort has generated pronounced improvements in the reciprocal media coverage by both sides in conflict areas and at the same time has drawn them closer to integration with the rest of Europe.

FUTURE ROLE OF BALTIC MEDIA CENTRE

For as long as Baltic Media Centre has existed, the Centre has been a leader in the development of methods and models for including the media as a means to prevent conflicts and promote good governance.

As most of our partners know, Baltic Media Centre bases its methods on a sectorial, holistic approach to four fundamental areas: Media Policy, Training, Programme Collaboration and Institution Building. Baltic Media Centre deals not only with the financial mechanisms of the media sector but also involves the broadcasters themselves as partners and does not discriminate between public and private media nor preclude independent producers from this process. The approach is based on a regional perspective in that the fundamental areas are systematically developed across the potential conflict areas by establishing networks for programme collaboration, media policy and training.

As an important supplement to this regional approach, efforts also focus on national initiatives like institution building and capacity enhancement for public broadcasters, journalism study programmes and training centres.

Baltic Media Centre is gradually winding down its activities in the Baltic Sea Region, although efforts will continue to focus on Western Russia. As part of the FRESTA programme in South East Europe, the Baltic Media Centre is responsible for a conflict prevention project and has concurrently started a regional



programme for UNDP in South Asia as part of conflict prevention measures and the promotion of good governance.

Based on the broad experience of Baltic Media Centre, Denmark has a good chance of becoming a leading international partner in these regions. For this to succeed however, it is important to systematise the process and offer know-how on the most expedient methods for using the media to promote peace, democracy and social development.

AN APPRAISAL OF YEAR 2000 FOR BALTIC MEDIA CENTRE

Year 2000 was a relatively good year for Baltic Media Centre.

In the Baltics we finished the Tempus Project that increased the capacity of Estonian

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and Latvian universities to provide mid-career training of media professionals. Consultancy assignments were carried out in the fields of programme planning and management for the public service stations concurrent with the fact that a wide range of co-production activities strengthened the mutual ties between the Baltic States, Western Russia and the rest of Europe.

Despite careful considerations prior to the start of the new regional FRESTA project in South East Europe, we were nevertheless astonished by the speed and success with which the project developed and by the willingness of the regional partners to cooperate. A daily news exchange and several co-productions were set up for the public broadcasters across South East Europe. Also daily news exchanges and co-productions for radio were initiated for the regional network of private media in the region.

The regional UNDP/BMC project in South Asia has finally started. The project appears very promising and has the potential to develop into an important programme for peace, stability and democracy throughout most of Asia.

In Africa, new national, large projects are being developed.

A series of projects involving the reform of state media into public service broadcasters is also in the offing and awaits the final contract or, in some cases, the results of calls for tenders.

The turnover of Baltic Media Centre increased by 48% in year 2000, and the equity capital increased by almost 130.000 Euros.



Nevertheless the steadily increasing scope of the individual projects causes cash flow problems with increasing frequency. As a result, we are no longer able to invest the Centre's operating profit in new projects that support the aims of the Centre, but will instead be forced to set the profit aside to handle the financial demands. In year 2001, the budget amounts to approximately 2.7 million Euros.

BMC's highly qualified staff has made this result possible. But we have also had a great number of powerful partners and associates, i.e. UNESCO, UNDP, the Council of Europe, EBU, Circom Regional, the Danish School of Journalism, YLE, One World, Pro-Media, Press Now, Article 19, The South East European (SEE) Network of Public Broadcasters, The SEE Network of Associations of Private Broadcasters and The Network for Professionalisation of the Media. They have all had considerable influence on enabling us to look back on year 2000 with satisfaction.


Tonny Jensen
Chairman of the Board


Bent Nørby Bonde
Managing Director



RUSSIA AND THE BALTIC STATES

BACKGROUND

In 2001, ten years will have passed since the Baltic States declared their independence, thereby setting off a chain of events leading up to the collapse of the Soviet Union. As this report goes to press, it is also ten years ago that TV2 Bornholm (whose activities in the Baltic Sea Region planted the seed for the Baltic Media Centre), as one of its first activities, smuggled television equipment into Lithuania to enable the continuance of television broadcasts, in spite of the fact that Soviet forces had occupied Lithuanian TV. It is also ten years ago that Russia and the new, autonomous Baltic States were violently shaken by the coup d'état attempted by hard-line communists in the Kremlin. Fortunately without success.

In this perspective, the many different achievements made by Estonia, Latvia, Lithuania and also Russia are impressive. Unfortunately, the scope of their achievements is not equal in all areas, and the situation in Russia's media sphere in particular gives cause for concern.

PRE-ACCESSION - THE BALTIC STATES EN ROUTE TO THE EUROPEAN UNION

All three Baltic States have applied for membership of the European Union, and they are all well on their way. Although the terminology about »First and Second Waves« has been abandoned, the Commission is still suggesting that Estonia will be the first Baltic State to be accepted.

As regards media legislation in the Baltics, the three Baltic States have made such great strides in aligning their legislation with that of the European Union, that this should not be an obstacle. All three countries are relatively far in the process.

The public service media are suffering from general financial deprivation. The dwind-

ling financial base has led to poorer, more commercial programming in endeavours to attract new financial backers. This has in turn resulted in lower viewer ratings and that in some areas, it is difficult in some ways to see the difference between the public service broadcasters (particularly television) from their commercial counterparts. As a result, some politicians and a few of the privately-owned media have called for either the closing of the public service stations or budget reductions. Slashed budgets mean poorer programmes, thereby continuing the vicious circle.

There is an obvious need for increased funding to the stations and for strengthening the autonomy of the financing base by introducing license fees or similar. At the same time, the stations should also be supported in a rebuilding phase so the funds do not merely vanish in filling the countless deficits, but are used to make better programmes. Support for this is essential.

Another disturbing problem, that shall only be touched on here, is the concentration of ownership in the Baltic States. This issue deserves attention from now on.

BALTIC FILMS

A positive feature of the past year was the re-discovery of Baltic co-operation. For a few years, it has been customary in some circles to deny that the three nations share close, cultural, political and economic destinies. This has now changed. The Baltic co-operation is flourishing as never before. In our sphere, this is illustrated by the reestablishment of the independent producers' Baltic Films and by the fact that the Baltic media training institutions have joined forces in a network.

MINORITIES

A final area to be mentioned deals with minority problems. It is still difficult for Russian-

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speaking minorities in Latvia and Estonia to get access to make programmes in their own language, as well as to receive sufficient resources to do so in a reasonable manner.

RUSSIA - PUTIN TIGHTENS THE GRIP ON THE MEDIA

The situation in Russia is more alarming. Government control of the media - television in particular - is still considerable, and under President Vladimir Putin it is becoming increasingly centralised. Nevertheless, Moscow's media scene is still typified by a certain amount of pluralism, whereas the situation is more alarming and chaotic in the Russian regions. Here the media often depend on support from the local government, the municipal government and local business interests that quite often act in concert. Therefore the

regions are confronting big problems that need to be solved. At the same time it is obvious that a breakthrough is more likely to occur away from the centre of power in Moscow.

Western Russia and Kaliningrad - Part of the Baltic Region

One way to support Western Russia (i.e. Kaliningrad and the Leningrad/St. Petersburg region) is to include the area in an increasingly closer community with the entire Baltic Sea Region - especially with the three Baltic States. This is what BMC has been aspiring to do ever since it was founded, and what we seek to strengthen even more in the years to come. Our continued pan-Baltic training activities deserve particular mention in this context, as well as our newly founded co-production foundation that shall lay the groundwork for (even) more co-productions between Russia and the Baltic States.

ACTIVITIES IN ESTONIA, LATVIA, LITHUANIA AND RUSSIA

TRAINING AND MEDIA SCHOOLS

The focus of Baltic Media Centre on Baltic training activities was twofold. *On the one hand* we continued the previous process of pan-Baltic courses followed up by, or prepared by, local courses. An indirect result of the co-operation is the founding of a network of Baltic training institutions working to strengthen their mutual relations.

On the other, we continued to build up the skills-based media schools in co-operation with the universities in Riga and Tallinn.

The following pan-Baltic courses were held with local follow-up:

COURSES FOR THE BALTIC STATES, RUSSIA AND POLAND

- **Introductory Course in Practical Journalism**

The course appeals to young television and radio journalists who are currently employed in their first job and have less than two years of seniority. The course participants were introduced to the fundamental techniques and procedures of research and production followed by practical exercises.

- **International Co-production**

This course was included in the course programme again in 2000. The first time in parallel with the Balticum Film and TV



Festival where the course was dubbed the Twinning Course since Western producers were invited to participate in the course along with Baltic and Russian participants. The second time, producers from Eastern and South East Europe participated.

- **News and Features Journalism**

Television and radio journalists received thorough instruction in how to produce a news programme from idea to final product. In addition to this, the participants studied presentation techniques and received vocal training and on-screen behaviour exercises.

- **The Interview - Journalism's Focal Point**

A course tailored to television and radio journalists with a goal-oriented desire to continue developing their interviewing skills.

- **Animation Course for Producers**

Television and animation producers and programme makers from Eastern and South East Europe received instruction in producing quality programmes. The course was developed in co-operation between BMC and the Danish animation sector (Animationshuset) and was held in two parts: for producers and programme developers (on Bornholm) and for animators (in Copenhagen at Animationshuset).

- **Video Journalism**

Course for television journalists seeking instruction in how to work as a one-man team.

FOLLOW-UP COURSES IN THE REGION:

- **Co-production Workshop**

Two-day seminar on co-production and



rights administration in Tallinn for Estonians and Latvians.

- **Video Journalism
(Estonia/St. Petersburg)**

Two-day seminars in each country held at the Estonian Media Centre and the National Press Institute in St. Petersburg respectively. The trainees received intensive instruction in one-man journalism. In addition to the journalistic content, the participants were trained in camera and editing techniques.

- **Skills Enhancement of Television
Management at Estonian TV**

Assistance was given to support the continued development of the management functions at Estonian TV. The assistance consisted of two seminars and a series of visits by consultants. In addition to this,

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BMC's consultants have provided on site coaching and other services to television stations and production teams in Estonia, Latvia, Lithuania and St. Petersburg.

TEMPUS - SIX-MONTH JOURNALISM STUDY PROGRAMME

The year's major training project was the Tempus Project that increased Estonia and Latvia's university-level capacity in the field of skills-based instruction. During the six-month study process, journalists participated in a total of 15 courses, while still attending to their jobs. The courses were divided into three modules: basic journalism, journalistic information research and EU affairs. More than 55 courses were held in this process.

The courses included:

Spring 2000:

- eight courses in *EU affairs*: four in Estonia and four in Latvia.
- two courses in *Maastricht*: one for Estonians and one for Latvians.

Autumn 2000:

- six *General Journalism* courses in both Estonia and Latvia in:
 - television production
 - radio production
 - print media
- one course in *information research* in Estonia
- twelve courses in *European Union affairs*: four in Estonia and eight in Latvia.
- two courses in *Maastricht*: one for Estonians and one for Latvians.

The participants were satisfied with the courses, and the two Baltic universities were able to establish the requisite capacity in the field

of skills-related training. The universities wish to continue with similar projects.

The project was carried out in co-operation with Tartu University, the University of Latvia in Riga, the Estonian Media Centre, Roskilde University, the European Journalism Centre and the University of Applied Sciences (Fachhochschule Kiel), with support from Project Baltic Educational Island and the European Union's Tempus programme.

PRE-ACCESSION

On behalf of the Nordic Council of Ministers, Baltic Media Centre held a pan-Baltic conference on Pre-accession to the European Union as it relates to the media sector. The conference was attended by politicians, representatives from radio and television councils, media professionals and other relevant persons and established an important discussion forum for discussing the most important common problems. It was concluded that since legislation is almost in place, the task now at hand involves the practical implementation. A great deal needs to be done before membership in the European Union becomes a reality, especially in the field of public service, but also in legal and copyright areas covered by television without borders. In addition to its results, the conference was also important because for the first time in several years, these three strata of media debaters were gathered in a common discussion forum.

CO-PRODUCTIONS AND NEWS FEATURES

Since 1994, BMC has been assisting potential co-production partners in the Baltic Sea Region, Scandinavia and Western Europe. The primary aim of BMC's co-production efforts has been to integrate the countries' film and television productions into the European me-



dia network by means of education and training, networking and co-productions.

So far, some 350 film projects have passed through BMC's consultancy and co-production process as a result of these efforts.

The primary elements of the co-production efforts have consisted of daily consultancy in all stages of pre-production and financing or production (including legal counselling), training, pitching forum, and actual participation in co-productions. These efforts are summarised in the following:

NEWS FEATURES & MARE BALTICUM

This year marked the end of *Mare Balticum* - a monthly, thirty-minute, co-produced television programme with a successful six-year run. The final episode was sent in May 2000. *Mare Balticum* was co-produced by television stations in Estonia, Latvia, Lithuania, Kaliningrad and Poland, and Danish and Swedish television participated on repeated occasions.

The programme's success, and particularly its rub-off effect, have been considerable.

News features were produced for the following stations:

- 31 reports for CNN and CNN World Report
- 23 for the BBC
- Two for TV2 Denmark
- Three for NDR.

The production work also resulted in the founding of a valuable network of local producers.

CONSULTANCY AND LEGAL ASSISTANCE

Legal assistance and consultancy services were provided to Corona Films, Russia, in connection with the production of an international series entitled »Inside the Russian Nukes«

for the Discovery Channel and of »Venice in Snow«, produced in co-operation with Italian partners. Other types of legal assistance were provided to projects like »Goodhands« (a Latvian/Estonian report), as well as Victor Kosakovsky's two latest projects.

Moreover, Baltic Media Centre has provided consultancy services to the following projects in 2000:

- The dual project (documentary and feature) »The Miracle of Vilnius Ghetto Theatre« by Lithuanian film director Audrius Juzenas.
- »Riga Central Market« by Studio Devini, Latvia;
- »Collusion«, an Estonian/Scottish feature film project;
- »The Spring of Youth«, a documentary film by Latvian director Askolds Saulitis;
- »Transit to Heaven«, a documentary film by Vides Film Studija, Latvia ;
- »Radio Days«, a film being produced by Studio Nominum, Lithuania;
- »New Russians« - a Lithuanian/Russian project in the development stage,
- and others.



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FORUM & CO-PRODUCTION COURSES

In 2000, the fourth *Baltic Sea Forum for Documentaries* was held in parallel with the festival. Baltic and Russian producers presented their film projects to an international panel of film commissioners and editors. This marked the first time that projects from South East Europe also participated.

As in previous years, a co-production course was scheduled prior to the forum. This time however, the course had a dual process in which a group of producers from Eastern and Western Europe participated on equal terms. This provided good results in the form of joint projects and networking.

Experiences show that an average of 25% of the projects that participate in the forum receive international funding.

The most successful project at Forum 1999, »Egg Lady« (Kaupo Filma, Latvia), came into being by means of international financing and premiered at Balticum Film & TV Festival 2000.

The project »Twenty Years Older« (Kaupo Filma, Latvia) by world-renowned Latvian/Israeli director Herz Frank, also participated in 1999 and is now under international production with ARTE/ZDF as the primary sponsor.

Many of the projects presented at the course and at Forum 2000 are in the development process, and continuous negotiations are underway regarding international co-production. This includes the following projects:

- »The Land for Treasures« - the first project from Russia's Kaliningrad region that has participated in an international film forum.
- »The Photographer« by Kaupo Filma, Latvia;
- »The Bullet«, by »Quadrat Film«, Russia;
- »Deadly Friendship« by Audrius Stonys, Lithuania;

- »Venice in Snow« and
- »Erotica in the Soviet Art« by Corona Films, Russia;
- »Arrivederci Roma« by EDFS, Latvia;
- »Is this Barishnikov?« by Juris Podnieks Studio, Latvia,
- »High Way« by Film Studio SEE, Estonia,
- »Diagnosis« by Kaupo Filma, Latvia,
- »Life's Story« by Exit Film, Estonia.

Forum 2001 will be held in Dubrovnik, Croatia in connection with the festival entitled SEE Docs in Dubrovnik which will be attended by producers and directors from the Baltic States, Russia and several countries in South East Europe.

CO-PRODUCED DOCUMENTARY PROGRAMMES

BMC co-produced »Kindergarten« and »The Wedding«, two episodes of a documentary trilogy by Russian director Victor Kossakovsky. »Kindergarten« had its world premier at the Balticum Film & TV Festival 2000, and has since achieved artistic and commercial success. Both films were post-produced at BMC's facilities in Denmark and Estonia.

BMC has been working on the development of a documentary film project entitled »Driving in Danger« in co-operation with the British production company First Freedom, but unfortunately it is unlikely that a film will result from the project.

»1991: The Singing Revolution« is a 52-minute film project developed by Baltic Media Centre and Kopa, a Lithuanian film studio. The film commemorates the 10th anniversary of the independence of the Baltic States and the collapse of the Soviet Union.

Baltic Media Centre also co-produced »The Fool in the God's Dwelling« by Estonian/Latvian filmmaker Ruta Celma. The film



deals with images of fools and devils in the churches of Northern Europe.

Finally, a documentary project is being jointly developed with Nordisk Film and assistance has been given to Angel Films regarding Baltic, Russian and South East European networks.

RUSSIAN PROGRAMMES

Baltic Media Centre's project for strengthening Russian-language programming in Estonia finally concluded in 2000 with the production of an additional eight documentary programmes. Baltic Media Centre will try to find subsidies for continuing this work in 2001, which up to now has been carried out with assistance from the Danish Ministry of Foreign Affairs.

11TH BALTICUM FILM & TV FESTIVAL

The first year after the festival jubilee was heavily influenced by a rejuvenation process, which also applied to the festival itself where eyes were turned on the countries of South East Europe.

Even so, the festival was still based on well-known programme elements headed by the Balticum competition (22 films), closely followed by the film school programme (20 films), as well as the fiction programme (7 films) and children's films (7 programmes) in Rønne Bio.

Artist of Honour Erik Clausen entertained young and old alike in Rønne Bio, and the Gudhjem programme was supplemented by

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a retrospective programme of Russian films, a special programme for films focusing on the artistic process and two seminars on South East European films.

Over the years, the festival concept has undergone constant development, but year 2000 marked the first time that films and film professionals from an entirely different region than the Baltic were invited to participate. More than 16 film professionals and representatives from South East Europe participated with 17 films in a special programme outside the competition. This gave the other participants and the audiences a unique cultural boost in the form of moving pictures from a new region, as well as ample opportunity to learn more about the region after the film screenings.

BALTIC NORDIC FILM FUND

BMC administrated part of the Baltic Nordic Film Fund in 2000 for the second time.

A total of DKK 375,000 was earmarked for assisting films and television professionals from the three Baltic States - Estonia, Latvia and Lithuania - to upgrade their professional qualifications through supplementary training at the European Film Collage or brief traineeships at Nordic broadcasters. In addition to this, it was also possible to apply for travelling scholarships for participating at film and television markets, festivals or similar professional events and courses in Scandinavia as well as the rest of Europe.

The scheme was a big success again this year and an essential supplement to BMC's other activities in the Baltics. A total of 36 scholarships were awarded, three of which for residencies at the European Film College.

For the time being, the scheme will continue in the first six months of 2001.

TRAINING AND CO-PRODUCTION CENTRES AND ANTENNAS

The three training and co-production centres continued their work in 2000. More than one hundred local co-productions and seven international co-productions were produced at the centres. The training was especially held in Estonia where co-operation with the Academy of Culture has blossomed.

BMC's antennas continued their satisfactory contribution to the organisation.

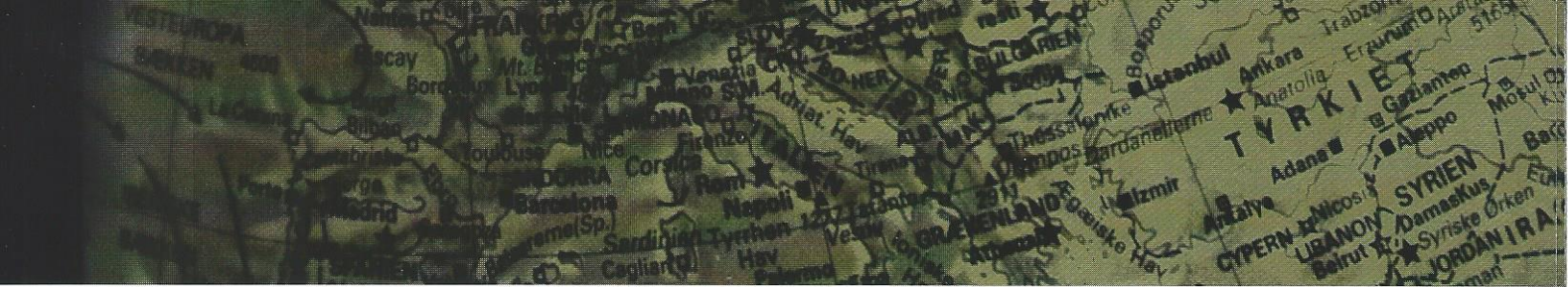
WESTERN RUSSIA - KALININGRAD

BMC started to focus on Western Russia already in 2000. This was done in the area of media policy in production, co-production and training. The programme will be substantially enhanced in 2001. A brief description of some of our activities in Kaliningrad during this period are given below.

MEDIA AND ELECTION COVERAGE

In Kaliningrad, BMC organized a conference in June 2000 on media and elections in co-operation with the Council of Europe and a local organization known as *Youth for Freedom of Speech*. The conference focused on the Russian presidential elections and provided a broad perspective of the general principles for election coverage. The conference was also a forum for sharing information.

BMC plans to enlarge the scope of its activities in Kaliningrad and the surrounding region in 2001 and 2002. This will occur by establishing a *Media Training Centre* in co-operation with the State University of Kaliningrad. The Centre will offer the training of media professionals as well as tailored courses that attempt to meet the needs of local media. The purpose of this project is to lay the groundwork for a permanent and tenable training structure in the region.



SOUTH EAST EUROPE (SEE)

BACKGROUND

Traditionally, most of the media in South East Europe have to a greater or lesser extent been the mouthpiece for the ruling parties or governments. The print media have performed multiple roles, but all the important electronic media have been exceedingly active in creating stereotypes of minorities, opposition groups and neighbouring countries. This has contributed to stirring up or escalating many conflicts and tragedies.

In Croatia, one-sided coverage incited people to hate Serbs living in and outside Croatia. In the government-controlled media, this form of journalism has largely ended after the change in government in early 2000. In Macedonia, probably also the media's rigid coverage of events has increased the tension between the Macedonian-speaking and Albanian-speaking populations. In Kosova, the media have witch-hunted Serbs both within and outside the enclave. Not long ago of course the stereotyped arch-enemy in Kosova referred to the Albanian majority of the population. In Montenegro, the media have kindled potential conflicts between Serbs, Montenegrins, Muslims and Albanians.

To a certain extent, the two entities of Bosnia-Herzegovina still broadcast unbalanced coverage of the Serbian, Croatian and Bosnian populations respectively. In Serbia, the largest of Yugoslavia's remaining republics, the state-controlled media have had by definition, until recently that is, a hostile attitude to Croats, Bosnians, and Albanians, which was at least been temporarily curbed by the upheaval in October. In reply to official Serbian policy in Kosova - the Albanian media have been hostile to Serbs for years.

In most countries, the minority ethnic groups have been all but ignored by the dominant media, and these groups have not succeeded in opening their own media. Slo-

venia is an exception however. Here, the media legislation has a profound, positive effect, and programmes for minorities (broadcast by the dominant public service channel) appear to be excellent. Hungary's media also present a relatively varied picture of the many minorities living in Hungary and abroad.

In many ways, the political changes in Croatia and Serbia in Year 2000 has improved the conditions for regional co-operation among the media.

STRATEGIC DEVELOPMENT

The issues behind the conflicts in South East Europe obviously have a regional dimension. The minority in one country may very well be the majority in a neighbouring country. The flow of refugees does not respect national borders of course. As a result, the political interests of the region's governments usually transcend their own borders.

Work involving the media in this environment is of course a delicate issue. One viewpoint states that in order for the media in a country to receive assistance, the media should be given their editorial freedom through democratic legislation and the media's managers and journalists should prove their capability for balanced reporting and programming. It could also be claimed that is futile to support regional co-operation before the political situation for media in each of the involved countries has been changed. One could even assert that support to regional co-operation among the media gives an air of legitimacy to heavily controlled and politicised broadcasters in the region. The consequence of this line of thinking is that co-operation with the media can only take place in national contexts.

It should come as no surprise to persons familiar with the Baltic Media Centre that we strongly disagree. We believe that bringing the

SOUTH EAST EUROPE (SEE)

media together on a regional basis - at executive management, middle management and journalist levels - provides a basis for comparisons and co-operation and for developing new common values that will also be reflected in national contexts.

Therefore, BMC has tried to facilitate regional networking between the national public broadcasters radio and television stations that are members of EBU. A meeting of representatives from all public media in the EBU - from Greece and Turkey in the south to Hungary and Slovenia in the north (with the exception of Montenegro and Bosnia-Herzegovina) - took place at Baltic Media Centre in April 2000.

A very important dimension for all regional collaboration in South East Europe is that

it should not isolate the participants from the surrounding world, but on the contrary strengthen their ties to the rest of Europe. To ensure this aim, the regional network was also supported by EBU and Circom Regional. In addition, UNESCO, the Council of Europe, BBC World Service Training Trust, YLE and Baltic Media Centre agreed to support the project.

Moreover, Baltic Media Centre assisted in establishing a network of local radio stations. At a meeting in Opatija, Croatia, the participants agreed to cooperate in a number of activities with the following objectives:

This conference was also supported and attended by UNESCO, Irex, Pro-Media- Amarc and Baltic Media Centre.

In autumn 2000, the process resulted in a meeting in Bucharest where the *South East*

The managing directors and their representatives decided to initiate co-operation in the following areas:

- **Media Policy**
- **Programme Collaboration**
- **Training**

In order to promote peace, democracy and stability in SEE, the co-operation shall seek the following objective:

- *to ensure well-functioning, independent public service broadcasting in SEE,*
- *to further co-operation among public broadcasters in SEE and with the rest of Europe,*
- *to support co-operation between public broadcasters, regulatory bodies and political decision-makers within SEE,*
- *to work towards increased alignment between the media legislation standards of SEE and the rest of Europe, e.g. as expres-*

sed for public service broadcasters in the Council of Europe's recommendation »The guarantee of the independence of public service broadcasting«,

- *to enhance already existing programme collaboration between the public broadcasters in SEE,*
- *to continue strengthening the professional standards of public broadcasters in SEE through training,*
- *to promote sound, ethical working standards within the public broadcasters in SEE, especially in the area of minority coverage and by promoting conflict prevention programming*
- *to work wherever possible for a co-ordination of regional assistance activities implemented through international organisations.*

Conclusions from SEE Public Broadcasters Conference, Bornholm, April 2000



Representatives from the undersigned local radio associations in South East Europe declare the following:

The local radio stations express:

- *their willingness to promote peace, stability, and mutual understanding in the region through cross-border programme co-operation, training and media policy collaboration among their members,*
- *their willingness to support each other in the process towards democratic media legislation and administrative rules in accordance with European standards,*
- *their willingness to promote high professional standards, public access, politically and economically independent journalism and an enhanced professional collaboration among local radio stations throughout South East Europe and internationally,*
- *stress the need for a long-term, comprehensive effort to achieve the above aims and agree on starting network co-operation along the lines of the attached plan of activity for the regional network.*

Conclusions from the Conference of SEE Associations of Private Media, Opatija, March 2000

European Network for Associations of Private Broadcasters was founded.

Since then, the regional co-operation of the two networks has focused on media policy issues, training and education, programming collaboration / news exchange and institution building.

It has been highly important that the four elements - media policy, professionalism, programme production and co-production - complement each other. To achieve the great

test possible impact, it is essential that all four components are dealt with concurrently on the basis of a holistic, sectorial, co-ordinated approach.

In order to promote the practical implementation of the projects in South East Europe, Baltic Media Centre is currently in the process of contracting agreements with a number of local contact persons along the same lines as the antenna offices in the Baltic States.



Participants from the SEE Public Broadcasters Conference, Bornholm, April 2000.

SOUTH EAST EUROPE (SEE)

ACTIVITIES IN SOUTH EAST EUROPE IN 2000

THE SEE NETWORK OF PUBLIC BROADCASTERS

- **Media Policy**

Following three trips throughout the region and on the basis of conclusions from the meeting of managing directors and their representatives held at Baltic Media Centre, the following activities were carried out:

Comparative Analysis of European and SEE Media Legislation

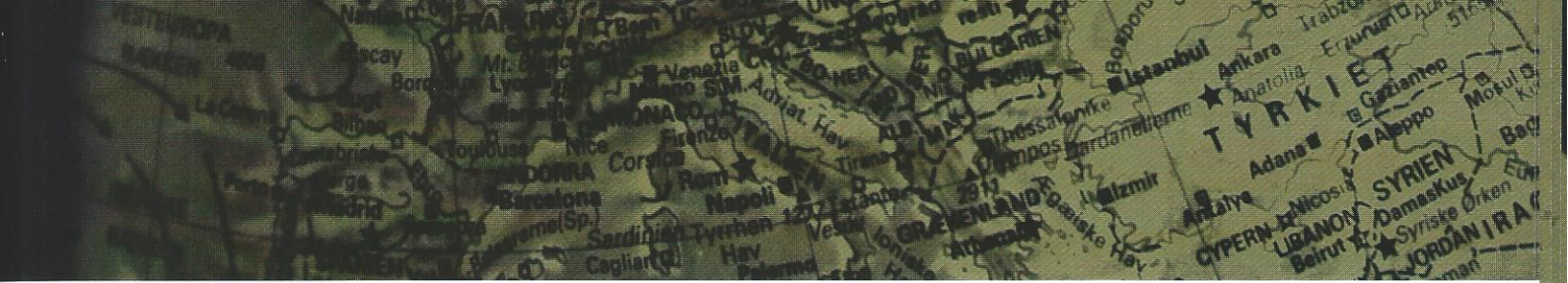
To define the task, one task group was organised for public broadcasters and one

task group for private. A detailed report has been prepared.

Forum for Dialogue

A Forum for Dialogue between political decision-makers, regulatory bodies and media professionals was initiated at a meeting between public broadcasters and associations of private broadcasters. This forum took place in Strasbourg in co-operation with the Council of Europe, UNESCO, the SEE Network of Public Broadcasters, the SEE Network of Associations of Private

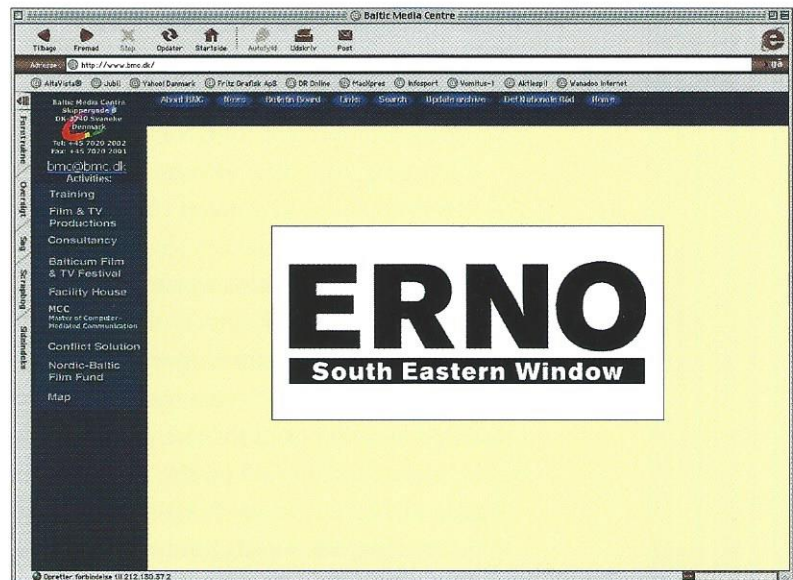




Broadcasters and Baltic Media Centre. The forum was followed by a discussion of the future activities of the two networks.

Media Round-Table Process in Belgrade

After the federal elections in Yugoslavia, a round-table process on the development of the media sector was initiated by the Belgrade Media Centre. Four groups were established in the respective areas of media legislation, training and education, upheaval in the media sector and professional organisations. Baltic Media Centre participates in the process with particular focus on the group working with upheaval in the media sector.



- **Professionalisation**

Workshop on Television News and Regional Exchange

A workshop on the development of news reports formatted for a regional news exchange was implemented in Sarajevo with participants from the entire region.

Course on International Co-production

A course on international co-production was carried out on Bornholm for participants from the network, as well as from the Baltic States and Russia.

Producers Course in Animation Production

Television and animation producers and programme makers from the network and from the Baltic States and Russia participated in a course developed by Baltic Media Centre and A-Film, a Danish company.

- **Programme Co-ordination and Co-production**

ERNO News Exchange

Based on the meeting of the managing di-

rectors on Bornholm and visits to all the news departments in the region, as well as the above-mentioned workshop in Sarajevo, the Network of Public Broadcasters from South East Europe started the *Eurovision ERNO* news exchange on November 29. The pilot phase involved the participation of ten television stations, and Greece and Turkey are soon expected to join in. The ERNO News Exchange immediately developed into a daily exchange of news. The international partners are EBU, UNESCO, Circom Regional, YLE and Baltic Media Centre.

Research on the Most Viable Ideas for Regional Co-production

Based on the programme projects submitted after the call for proposals, as well as on the ideas collected during two rounds of visits to the region, a number of the most interesting, viable ideas and projects for regional SEE co-productions have been gathered. These ideas and projects were discussed and evaluated at a meeting of co-production managers from

SOUTH EAST EUROPE (SEE)

the region's public television stations. The most popular co-production suggestions included ecology, food and wine, youth programmes and subjects for individual documentaries like »Brain Drain« and »The Way to the European Union«.

Meeting for Co-production Managers from the Region

A meeting was held for co-production managers from the region to agree on future fields of collaboration. The participants agreed to collaborate on two regional series - one on environmental issues and one on cooking, wine and culture throughout the region. The youth programmes were suggested as the next project. The projects will enter the pilot phase in spring 2001.

Consultancy for International Co-productions

In autumn and winter 2000, consultancy services were provided for a number of documentary film projects aimed at international audiences; the services included project description and development as well as the final selection of directors and international funding. This included films like »The Big House« by Sabina Pop from Romanian Television, »The Tin Can« and other projects from Albanian Television, projects from Macedonian Television, and projects from Bosnian and Serbian broadcasters. It was decided that the co-operation with the Belgrade Youth Creativity Centre, Serbian Television and other public broadcasters on co-producing documentaries will continue in 2001.

- **Institution Building**

Management Consultancies

Three management consultants visited

Croatian Television to advise on the process required for transforming the organisation into a modern, efficient and editorially autonomous public broadcaster. The ensuing report formed the basis for a meeting with the management and UNESCO for elucidating the terms of a project for transforming the television station.

One consultant visited RTK Kosova to advise on the development of a new programme format targeted on adolescents.

SEE NETWORK OF ASSOCIATIONS OF PRIVATE BROADCASTERS

- **Media Policy**

Comparative Analysis of European and SEE Media Legislation

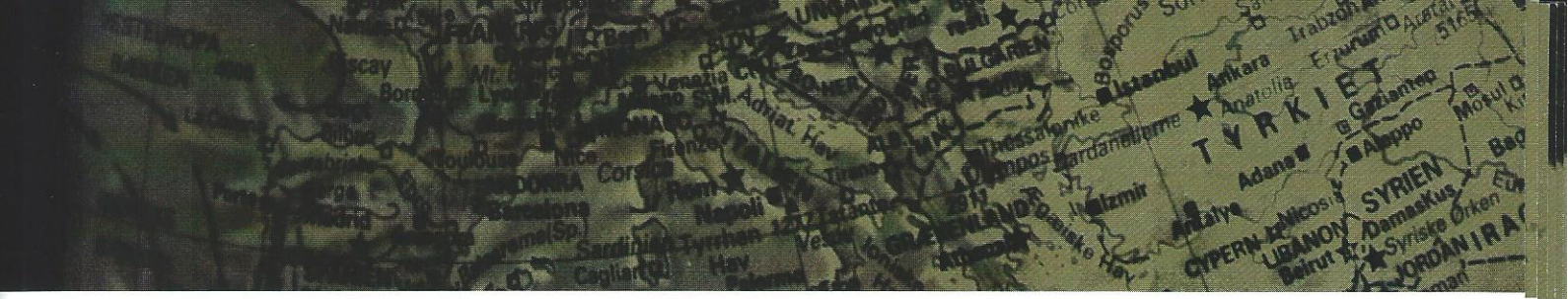
One task group meeting was held for public broadcasters and one for the associations of private broadcasters. A detailed report on the analysis was prepared.

Forum for Dialogue

A Forum for Dialogue between political decision-makers, regulatory bodies and media professionals was developed at a meeting between public broadcasters and associations of private broadcasters. This forum for dialogue took place in Strasbourg in co-operation with the Council of Europe, UNESCO, the SEE Network of Public Broadcasters, the SEE Network of Associations of Private Broadcasters and Baltic Media Centre. The forum was followed by a discussion of the future activities of the two networks.

Follow-up Activities

In 2000, follow-up discussions regarding the above-mentioned Forum for Dialogue as an activity - also in national con-



texts - were held at the conference in Bucharest for the SEE Network of Associations of Private Broadcasters.

- **Training**

Training the Trainers: Radio Producers

A Training the Trainers course in the use of balanced news and current affairs reporting was held at Baltic Media Centre for 18 participants from the radio stations affiliated with the national associations throughout South East Europe. The trained trainers will offer a series of local courses and coaching sessions to the radio stations affiliated with the news exchange scheme under the SEE Network of Associations of Private Broadcasters (SEENAPB).

Training the Trainers: Radio Technicians

A Training the Trainers course was held in the use of Internet based audio and digital production equipment at Baltic Media Centre for 18 participants from the radio stations affiliated with the national associations throughout South East Europe. In future, the trained trainers will offer a series of local courses and consultancy services to the radio stations affiliated with the news exchange scheme under the SEE Network of Associations of Private Broadcasters (SEENAPB). A similar Training the Trainers management course is planned for 2001.

- **Programme Co-ordination and Co-production**

Editorial Meetings

A number of editorial meetings were held to discuss and develop ethical, editorial and production guidelines for a daily exchange of radio news and feature programmes.

Technical Meetings

A number of technical meetings were held to develop and design the technical aspects regarding a daily, regional exchange of programmes.

Daily News Exchange

Daily news exchange via the Internet was established with Macedonia as the technical hub. Eight or nine professional organisations are participating, each of which is contributing via their own radio station. After the pilot phase ends in March 2001, it is intended that each participating country shall designate its own national hub - usually one of the radio stations from the pilot phase - for collecting and producing the reports for the regional network, as well as for receiving and distributing reports to other interested radio stations in the country. One World and Baltic Media Centre are partners in this project.

Programme Co-ordination

Programme co-ordination with special focus on a youth format has started. A fund has been established for this purpose.

- **Institution Building**

Technical Solution

Based on a technical survey and a report by a BMC consultant, a technical solution has now been developed based on eleven national servers linked via the Internet. The system is being developed by One World and will be capable of functioning from April 2001.

Conference on Regional Collaboration between Local Radio Associations in SEE

Following a round of visits to the associ-

SOUTH EAST EUROPE (SEE)

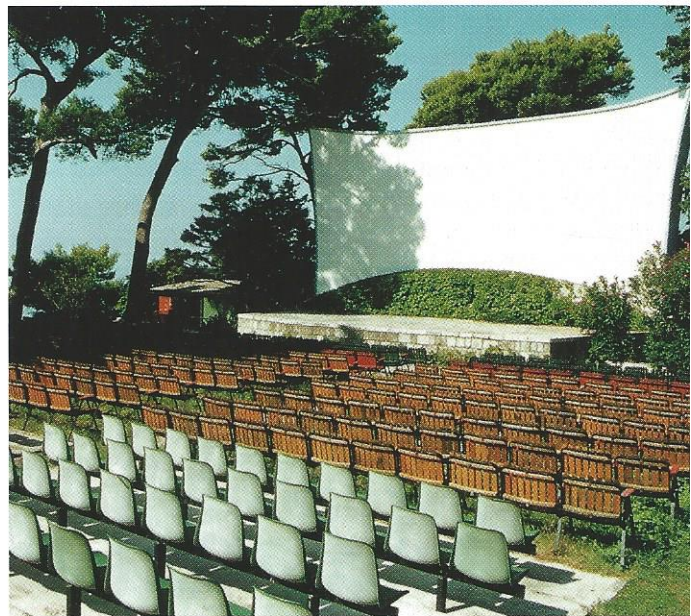
ations of local radio stations in South East Europe, a conference was held in Opatija, Croatia. A decision was made to implement the subsequently outlined activities within the following four areas: media policy, professionalisation, programme co-operation and institution building.

Founding of SEENAPB

A conference for the national associations of local radio stations was held in Bucharest, Romania. The meeting resulted in a decision to found the SEE Network of Associations of Private Broadcasters and in the selection of a co-ordination group and a chairman, who is the leader of the Bulgarian Association of National Broadcasters. As a result, the secretariat for the SEENAPB is now based in Sofia, Bulgaria. The secretariat, which is supported by Irex Pro-Media in Bulgaria, is currently developing a large-scale concept for capacity building in the national associations.

SEE DOCS IN DUBROVNIK FESTIVAL

For the first time ever, the 2000 edition of the Balticum Film & TV Festival had invited 16 participants and films from South East Europe to Bornholm. The initiative originated from a wish to investigate whether South East European documentary producers were interested in developing co-operation in regional contexts as practised by the Balticum Film & TV Festival in the Baltic Sea Region. This was the subject of intense discussions at seminars and meetings held during the festival. A genuine interest in co-operation was revealed, and a decision was subsequently reached to establish a sister festival to the Balticum Film & TV Festival and that these festivals should

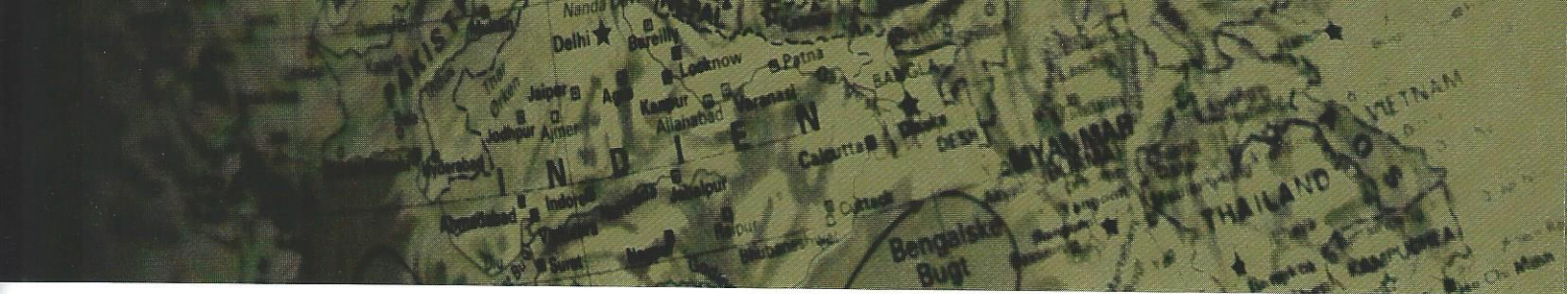


be held alternately on Bornholm and in South East Europe. At a later meeting, Dubrovnik, Croatia was selected as the headquarters for the sister festival that was named *SEE Docs in Dubrovnik*.

On the same occasion, the festival received its own board comprised of film professionals from the entire region of South East Europe and of representatives from the Balticum Film & TV Festival. In addition, a Croatian director and organiser was appointed.

The purpose of the new festival is to establish an event that attracts film and media professionals from all over South East Europe and the Baltic Sea Region to promote peaceful development and stimulate the desire and the opportunities for transnational co-operation, including contacts to the rest of Europe.

The first *SEE Docs in Dubrovnik* will be held on June 23-29, 2001, and a number of donors, of which FRESTA will be the largest, are supporting the event.



SOUTH ASIA

In late 2000, Baltic Media Centre finalised an agreement with the UNDP (United Nations Development Programme) to implement a media project in South Asia. Originally commissioned as part of the PARAGON project under the UNDP's *Regional Good Governance Programme*, it is hoped that the initiative will develop into an independent media project. The UNDP and BMC both consider it likely that the project will become a focal point for media development in South Asia.

BACKGROUND

The role of the electronic media in Asia cannot be underestimated, as illiteracy is a widespread obstacle to normal dissemination of

information and awareness. In some countries, the print media have started to assume a more assertive role in reflecting the trends and changes in society, but because of the high levels of illiteracy, the overall influence of the print media on the region's population is negligible. Recent studies have shown that television is viewed by more than 60% of the total population in the region, and that increasing numbers of people, from rural and urban areas alike, now have access to television. In India, Pakistan and Bangladesh alone there are more than 70 million households with television sets, adding up to a total viewership of 300 million. By 2007, there will be 550 million television viewers in these coun-



SOUTH ASIA

tries, half of whom will be hooked up to cable networks with up to 350 different channels.

Similarly, the role and importance of radio as a medium of change cannot be ignored. Radio covers almost the entire region and reaches around 90% of the population. Even in remote rural areas without electricity, most households have a transistor radio, which serves as the primary source of information for many people.

History teaches that technology in itself is never the answer to our dream of the future. The corporate values driving the Information Age are the very values that drove the Industrial Age. The mutual relationships will be no different under satellite television or other *new media*. At the end of the day, it all depends on who gets to use these technologies and who controls them.

It is hardly surprising that all electronic media in South Asia are either state-run monopolies or controlled through strict legislative control. Censorship of broadcast media varies from direct censorship where all programming has to be cleared by an official government censor before broadcast, to more *advanced democracies* where ownership and commercialisation issues are undermining objective news and current affairs programming.

MEDIA FILTER

The media in South Asia can be seen as filters that filter information *coming from the government to the governed*. The significant question is how does this filter work?

In India and Pakistan, people tune in to each other's television programmes, but the programming watched by Indians on Pakistani television and by Pakistanis on Indian television has deepened the hatred between

the two populations, making it more difficult to promote stability in a region that recently became atomic.

The swift proliferation of satellite television in the region has diversified the available programming however. Some of the news and current affairs programmes uphold pluralistic values and have diluted the impact of vociferous national media, not for any altruistic reasons or ideological inclinations, but because these channels have *international audiences* (cynics would argue *international markets*). But even here, the enormous potential for irresponsible satellite broadcasts to spread volatile information very quickly has already been seen in the speed with which communal riots spread across India and Pakistan - and beyond to Europe - after the 1992 destruction of a mosque by Hindu zealots in the Indian town of Ayodhya which was broadcast in near-real time via satellite.

MEDIA GOING COMMERCIAL

Cutbacks in government subsidy to state broadcasters with the implicit demand that they be self-financing inevitably drives broadcasting towards an increasing degree of commercialisation. The public service concept must yield to the demand to earn money. The result: out of the 24 channels currently available to an average South Asian viewer, 18 offer non-stop Hindu movies, or song sequences from old movies and music videos. When the broadcasters abdicate their public service obligation and resort to escapist entertainment, this unavoidably leads to a situation where they provide the viewers with what *they think* the public wants. And the programmes shown are the cheapest available: movie reruns, mini-series, music videos and talk and game shows. In this scenario, television ceases to be a marketplace of ideas, it no longer



reflects diversity and plurality, and this ultimately begins to undermine the development of democracy.

Knowledge may be a sword, but it is double-edged. The acquisition of media conglomerates by large mega corporations in the past five years has furthered the world-wide concentration of media ownership. The delivery mechanisms for knowledge are today in the hands of fewer and fewer people, and the benefits of technology do not fall equally among or within nations.

Due to such apparently insurmountable obstacles and in consideration of the fact that the governments in the region would like more or less direct control of the media, the unavoidable question is how is it at all possible to develop a viable, independent media infrastructure in the region?

No one will deny that a project of this dimension would be difficult to implement, but experience from similar regions simultaneously shows that the majority of the problems and difficulties can be solved through the patient application of a carefully worked-out strategy

In the coming year, Baltic Media Centre intends to:

- undertake media policy analyses at national and regional levels and endeavour to influence the relevant authorities in cooperation with local organisations
- generate and disseminate relevant knowledge on media circumstances and procedures in the field and distribute the information to selected key actors and organisations
- publish a plan of action for media in the region including the new role of public service broadcasting, case studies on reporting from zones of conflict and the



identification of key issues impeding effective media operation

- develop and pilot-test good business and management-related curricula and training for media professionals
- establish a 'virtual network' and task group of media training institutions in the region to co-ordinate and develop joint activities

The real challenge for the project lies in the stimulation of more complex cross cutting network structures allowing different fields of expertise to create innovative combinations of collaboration (synergy). The first phase will also set up an *Agenda for Change*, an agreed plan that would form the basis for a sustained regional media development programme.

OTHER ACTIVITIES

BMC TRAINING

This has been an extraordinary year for training activities at Baltic Media Centre. With continued expansion across South East Europe in 2000, we are about to extend our activities into India and Pakistan in mid 2001, and in close co-operation with the consultancy section of the BMC, we are also preparing to work in countries in Africa, the Middle East and South Asia. These activities are described in more detail elsewhere in this report.

In addition to the rapid expansion of the international training activities, we are in the process of expanding in the Danish market. We have had very good, rewarding co-operation with numerous Danish institutions and companies.

We aim to see more Danish companies and institutions at Baltic Media Centre next year.

There will always be a need for basic training skills wherever we work. But we are designing and providing more and more highly

specialised, advanced courses and workshops for radio, television, online, print, management, programme-making, and presentation skills. 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 and workshops that are the core of the services offered by Baltic Media Centre. We do not hire trainers *per se*, but media professionals with training expertise, experts who take time out from their regular jobs to undertake what for them is one of the most 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.

BMC Training is building on the successes of the past eight years and helping to lead radio and television broadcasters from enablement to ownership. In this context, a group of young local talents from throughout South East Europe has been selected to participate





in a series of Training the Trainers courses and workshops in the local languages. The courses are currently being developed and delivered to radio stations by trainers who have been trained by BMC.

In late 2000, BMC Training got a new manager. We have opened an office in Edinburgh, Scotland, and are in the process of registering BMC Scotland as a subsidiary of Baltic Media Centre.

BMC TRAINING CONSULTANTS

BMC Training does not employ trainers per se. Instead we have a network of professional journalists, radio and television broadcasters and consultants with specialised training experience in their particular field who take time out from their regular jobs to pass on their experiences.

THE FOLLOWING PEOPLE ARE KEY MEMBERS OF OUR TRAINING TEAM:

- **Graham Addicott** - TV Producer
- **Richard Ayre** - Broadcast Consultant
- **Klaus Bach** - Senior Editor
- **Julia Bicknell** - Journalist
- **Pia Cohn** - Radio Broadcaster
- **Jeff Cooper** - Journalist
- **Rosemary Forgan** - TV Producer
- **Dr. Denis W Gartside** - TV Producer
- **Leif Hedman** - TV Journalist
- **Bengt Högberg** - TV Producer
- **Niels Christian Larsen** - Journalist
- **David Lowen** - Broadcast Consultant
- **Lise Lyngbye** - Journalism Professor
- **Sarah McNeill** - Radio Journalist/Producer
- **Graeme Moreland** - Radio Consultant
- **Abim Onasanya** - TV Producer
- **Paul Pauwels** - TV Producer
- **Theresa Plummer Andrews** - Children's TV Producer/Commissioner
- **Ebbe Preisler** - Consultant
- **Jørgen Ramskov** - Senior Radio Journalist
- **Bernard Redshaw** - Producer
- **Karen Secher** - Journalist
- **Kurt Strand** - Journalist
- **Rehan Ul-Haq** - Consultant
- **Mogens Vemmer** - Consultant on youth/children's programmes
- **Alex Vincenti** - Online Consultant / Training Consultant
- **Claus Vittus** - Journalist
- **Simon Whittaker** - Broadcast Consultant
- **Charlotte Nordahl Wien** - Journalist
- **Jon Kaldan** - Correspondent/ Journalist
- **Peter Riis** - Journalist
- **Anders Isberg** - Producer/Video Journalist
- **Malcolm Balen** - Television News Editor
- **Harriet Jones** - Radio Journalist
- **Sharmila Dervi** - Newspaper and Online Journalist
- **Anna Ford** - TV Journalist/Presenter
- **Liz Forgan** - Radio and Newspaper Journalist/Consultant
- **Harvey Morris** - Newspaper and Online Editor
- **Mannan Smith** - Journalist

OTHER ACTIVITIES

COURSE SUMMARY

Although most courses in 2000 were held on Bornholm, the increasing focus on new target areas meant that some courses were held off the island, e.g. in Sarajevo. This tendency will presumably increase in years to come. Courses related to the regional projects are dealt with under the individual projects.

DANISH COURSES

Baltic Media Centre continues to place its facilities and expertise at the disposal of external courses held on Bornholm. In 2000, such courses included:

- **Master of Computer-Mediated Communication (MCC)**

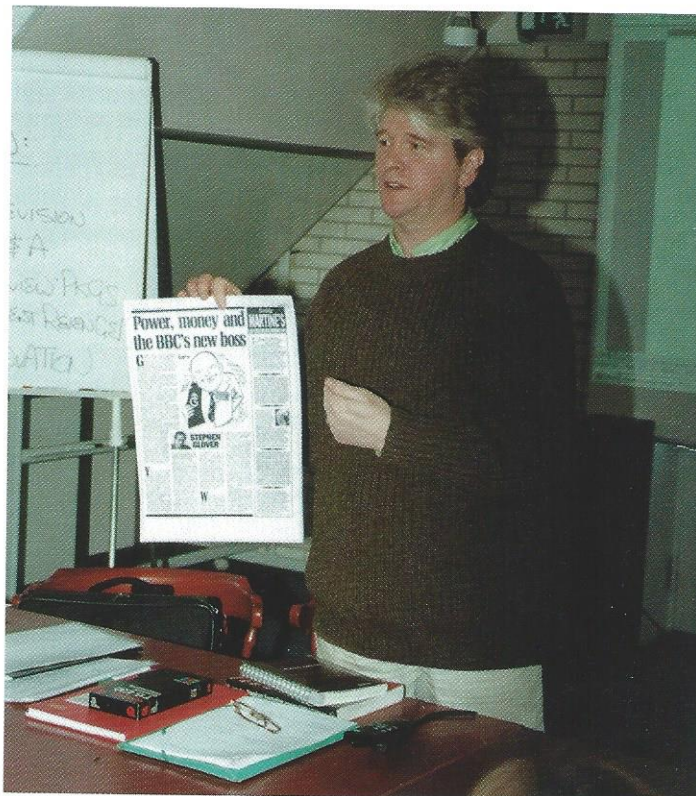
The study programme has been developed by Roskilde University and is being carried out as a two-year part-time programme based on distance teaching via the Internet with 6 to 8 annual residency courses at Baltic Media Centre. The study programme concludes with a masters dissertation and examination.

- **DV Camera**

TV-2 Denmark held a course in *DV Camera* at Baltic Media Centre in the spring. The course was designed for journalists and other employees who produce news features or longer programmes.

- **Human Rights: Communication and Training**

At the request of and in co-operation with the Danish Centre for Human Rights, Baltic Media Centre prepared a course on *Human Rights: Communication and Training* for 14 information employees from Africa, South America and South East Asia.



- **Scriptwriting Seminar**

North by North West, a scriptwriting training programme under the Danish Film Institute, held a scriptwriting seminar for the third year running at Baltic Media Centre. The programme is open to scriptwriters from throughout Western and Northern Europe.

- **Twelve for the Future**

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

- **Web Journalism Study Programme**

The Centre for Journalism and Training held one of its courses under the Web Journalism Study Programme (diploma) at Baltic Media Centre.



INFORMATION

The information activities mirror the general activities of the organisation in that focus was increasingly brought to bear on target areas other than the Baltic States during 2000, and as a result, many resources were deployed for projects in South East Europe. But not all.

Activities included a research assignment for the French consultancy firm IDATE (Institute de l'audiovisuel et des telecommunications en Europe), which on behalf of the European Commission had been asked to study the effect of the Commission's *16:9 Action Plan*. The plan originated in 1993 and was intended to be a tool for promoting the introduction of advanced television services in the countries of the European Union with special focus on the 16:9 television format. In return for payment, BMC charted the situation in Denmark, Sweden and Finland respectively.

The annual meeting of the National Council was also held in Copenhagen where the guest speakers included Torben Krogh and Karsten Fladelius. In light of the fact that BMC, after closing *The Baltic Media Monitor*, no longer publishes an actual paper-based magazine, a decision was subsequently reached to publish an e-newsletter to furnish BMC's closest partners with basic information on the Centre's development and activities. The newsletter, which has been named *What's New*, is distributed via the Internet about four times a year and was published for the first time in November 2000.

The National Council is comprised of a group of closely affiliated partners - i.e. persons with special knowledge of or interest in the activity spheres of Baltic Media Centre - and members are encouraged to actively participate in the work of Baltic Media Centre. The Council currently has around 70 members and the only formal membership requirement is residency in Denmark.

Like ordinary press contact and information mediation, the www.bmc.dk homepage is still an important component of the Centre's information activities and underwent yet another 'facelift' in 2000 to improve the accessibility of the information offered at the site. A discussion forum for one of the SEE networks was also established at the site for exchanging television programmes under the ERNO project.

In relation to South East Europe, a large-scale assignment involved the preparations for a film festival in Dubrovnik in June 2001. These preparations consisted partly of organizing the first meeting at Dubrovnik in September where decisions regarding the board, programme format, etc., were finalised, and partly of a subsequent, substantial fund-raising effort to acquire the necessary financing. The festival is described in more detail under the section on South East Europe.



PROFIT AND LOSS ACCOUNT 1 JANUARY - 31 DECEMBER 2000

	DKK	1999
Income		(1.000 DKK)
Government subsidy	4.000.000	5.400
Sale of services/products	13.757.209	6.085
Membership	3.650	5
Other income	89.617	37
Investment subsidy, PESCA	0	533
	17.850.476	12.060
Expenses		
Administration costs	-1.703.997	-1.476
Other costs	-1.042.472	- 711
Direct project costs	-8.990.890	-11.737.360
		- 4.781
Salaries and wages	- 4.192.108	-3.252
Training	- 27.698	- 8
Fees board/management	- 628.645	-4.848.451
	1.264.665	1.206
Depreciation		
Rebuilding, leased premises	- 30.000	- 30
Depreciation MUNKEN	- 73.090	- 71
Technical systems and machinery	- 60.515	- 478
Depreciation PESCA subsidy	0	- 240
Investments in SEE	- 57.059	
Equipment MUNKEN	- 63.566	- 0
Operation equipment and furnishings	- 21.763	- 20
Minor new acquisitions	- 15.012	- 321.005
		- 52
Result before interest, extraordinary items and tax	943.660	315
Interest receivable, etc.	3.887	15
Interest expenses, etc.	- 269.993	- 266.106
		- 262
Result before extraordinary items and tax	677.554	68
Extraordinary expenses	- 366	- 10
Extraordinary income	49.816	0
Pretax result	727.004	58
Corporation tax	0	0
Result for the year	727.004	58
Budgeted result for the year	479.421	34
Equity capital	1.900.758	1.174



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International Media Development

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