

Baltic Media  ***Centre***



Nord-
sjön

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M e d e l h a v e t



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BALTIC MEDIA CENTRE

*„I know all the answers,
it's the questions I don't know...“*

DOSTOEVSKY

The BALTIC MEDIA CENTRE is a non-partisan, international foundation dedicated to promoting the principles of free press and free speech for all people. The BALTIC MEDIA CENTRE pursues its goals through sustained regional media development programmes which include conflict resolution, training of key media personnel, consultancy services, legal advice and active participation in co-production ventures.

The BALTIC MEDIA CENTRE is a non-profit organization primarily financed by the Danish government but also receives funding from a number of international sources.

BALTIC MEDIA CENTRE



*„Courage is what it takes to stand up and speak;
Courage is also what it takes to sit down and listen.“*

DR MARTIN LUTHER KING

THE BALTIC MEDIA CENTRE was established August 1993 in Denmark by a group of International media professionals to improve the quality of journalism in nations where there is little or no tradition of independent journalism. We, at the centre, believe that a vigorous, independent press is one of the most powerful weapons available in the struggle for freedom and civil rights.

During the past decade, unprecedented advances in information and communication technology world-wide have made the global village an increasing reality. The role of the mass media as a catalyst for change can no longer be denied. The paradigm shift towards equitable, sustainable human development cannot be achieved if mass media is not involved in the process.

Information plays an important part in reform and development by explaining what is happening and the new choices involved. Access to information implies that people can make choices about the issues that effect their lives. Subsequently, a free media empowers people by facilitating participation in decision making at all levels.

The ethos of the Baltic Media Centre's thinking is that real change can only be achieved through a sustained regional media development programme. Therefore, from inception, the focus of the centre's activities has been the Baltic States, Poland and Russia.

The aim of the programme has been not only to build the capacity of local media and establish the foundations for a sound media infrastructure, but also provide a platform for regional cross border media co-operation and collaboration.

As we now extend our activities to other very different parts of the world, there is little doubt in my mind that the basic methodology we have employed in the Baltics has been successful. I believe that, in spite of cultural and political differences, the same model can be adapted to most other areas of conflict. I do acknowledge that the process of media development is organic, and we at the centre are continually striving to improve and refine working methods. Future programmes will include the printed press and also a very important dimension - the politicians.

Six years after we founded the centre, I am proud to say that the uniqueness of our approach has made the Baltic Media Centre an acknowledged leader in its field.

Bent Norby Bonde, Managing Director



BALTIC MEDIA CENTRE

BMC
Boards of Directors
Rep. from Danish Media
institutions, EBU, IFJ
and others.
**Managing Director
and Administration**

TRAINING **CONTACT** **CO-PRODUCTIONS** **LEGAL** **BALTICUM** **CONSULTANCY**
MEDIATION/ **CONSULTANCY** **CONSULTANCY** **CONSULTANCY** **FILM & TV** **CONSULTANCY**
INFORMATION **INFORMATION** **INFORMATION** **CONSULTANCY** **FESTIVAL** **INFORMATION**

INTERNATIONAL BOARD OF EXPERT ADVISORS

From each partner country:
General director, public TV
General director, public radio Chairman,
Assoc. private radio & TV Chairman,
Assoc. Indp. Producers

RUSSIA
Public Radio & TV
Assoc. of private
radio & TV stations
Independent
producers

ESTONIA
Public Radio & TV
Assoc. of private
radio & TV stations
Independent
producers

LATVIA
Public Radio & TV
Assoc. of private
radio & TV stations
Independent
producers

LITHUANIA
Public Radio & TV
Assoc. of private
radio & TV stations
Independent
producers

POLAND
Public Radio & TV
Assoc. of private
radio & TV stations
Independent
producers



IT DID MAKE A DIFFERENCE

„Never doubt the power of a small group of committed people to change the world. That's about the only way it has ever happened in the past.“

—MARGARET MEAD.

Single one off activities by themselves cannot make a real difference, but once you combine them you can begin to see real tangible results. The following represents the major steps undertaken in the Baltic Sea region of Estonia, Latvia, Lithuania, Russia and Poland. These form the basis for the Baltic Media Centre's media development programme and can be seen as a model adaptable to other regions.

As a first step, all managing directors from public radio and TV as well as the associations of private broadcasters and independent producers were gathered on neutral ground to decide how they saw the development of free and independent media in the region. This assembly went on to form the International Board of Expert Advisors for the Baltic Media Centre and continues to meet once a year to evaluate the past and advise on future activities.

- Six years of systematic training of journalists, technicians and senior managements at public and private broadcasters followed
- Ideas and skills for change of organization, production and programme outlet were offered to the managers, and the staff was trained to fulfill future qualification demands
- Consultancies and seminars were carried out in the broadcast organizations
- Training of trainers took place for 50 persons from all the partner countries
- Five years of co-production activities were carried out. A permanent network of programme makers has produced a monthly TV magazine broadcast in all five countries. More than 30 documentary co-productions with partners from both the EU and the partner countries have been screened in several countries
- The development of co-production ideas

has been reinforced through training of producers from independent production companies and broadcasters to target the Western markets

- Three training and co-production centres have been set up owned jointly by the Baltic producer organizations and the Baltic Media Centre with the aim of promoting technical training and co-productions. These centres today are almost financially self sufficient without subsidies from the Baltic Media Centre or other donors
- To develop a sustainable framework for independent media, advice on new media legislation was given to broadcasters, producer organizations and governments
- The Baltic Media Centre acted as a networking centre through which media partners from East and West could find each other. At the same time, a newsletter covering the partner countries formed the basis for serious discussions on media politics and media ethics
- A documentary film festival became the meeting place for professionals from all nine Baltic Sea countries, and now also includes a forum for the pitching of co-production ideas to an international panel of commissioning editors
- During the past three years, five antenna offices - one in each of the partner countries - have been established to secure continuous flow of information, selection of course participants and organization of local, national activities for the Baltic Media Centre
- The Baltic Media Centre is currently together with universities and the local training centres in the Baltic states setting up a systematic, regionally developed scheme of training modules for professional journalists employed by the media.

Quantifying the success of any development work is difficult. However, what the Baltic Media Centre has achieved in the Baltic States, in addition to the capacity and institution building, is a much higher degree of political and editorial freedom for the electronic media, than existed at the start of the centre's work.

It is the Baltic Media Centre's belief that it made a difference.



BALTIC MEDIA CENTRE

ACTIVITIES

TRAINING MEDIA PERSONNEL

"You must be the change you wish to see in the world."

— MAHATMA GANDHI

The Baltic Media Centre provides training in media-related skills and topics to key media personnel from developing countries and emerging democracies. Committed to the development of a free and independent media throughout the world, the Baltic Media Centre offers high quality training programmes at reasonable cost.

Each year, the Baltic Media Centre arranges twenty week-long courses for professional radio and television journalists, film industry employees, producers, technicians and production managers. The courses are mainly held at the Baltic Media Centre's extensive training facilities on the Danish island of Bornholm. So far, around 1750 persons participated in courses held by the Baltic Media Centre and by the end of 1999, the figure will have increased to over 2000 persons.

The training programmes enable journalists to provide insightful coverage on the environment, elections, business and finance, science, health and human rights. And, to cater for today's changing needs, the centre helps media professionals sharpen management, desktop publishing, computer-assisted reporting and investigative reporting skills. The Baltic Media Centre prides itself on its ability to pre-empt changing trends in the broadcast industry and introduce courses that reflect the changing face of the industry. This has seen the recent introduction of courses in multimedia production and internet broadcasting.

In addition to the courses on the island, the Baltic Media Centre also carries out follow-up seminars and courses in the partner countries, often responding to specific requests from individual broadcasters. The Baltic Media Centre also offers a comprehensive national training programme in the partner states through its network of national centres.

More recently, the Baltic Media Centre has begun to diversify its activities, both in terms of the regions in which it operates and the range of subjects it offers. The centre was recently chosen by UNDP to design and implement a training of trainers for media professionals from Pakistan in connection with their "Women in media" project. Courses for Arab, Balkan and Middle Eastern media professionals have also been arranged.

For these activities, the centre draws on consultants and trainers from a large pool of working media professionals, many of whom are acknowledged as leaders in their respective fields.

The Baltic Media Centre has also used its expertise to organize courses for western media organizations.





INFORMATION ACTIVITIES

„Before you become too entranced with gorgeous gadgets and mesmerizing video displays, let me remind you that information is not knowledge, knowledge is not wisdom, and wisdom is not foresight. Each grows out of the other and we need them all.“

—ARTHUR C. CLARKE

BMC UPDATE

Every other month, the Baltic Media Centre publishes a newsletter called BMC Update dealing with media-related issues in the Baltic area. Main themes are new developments within the broadcast media in the Baltic states, Russia, and Poland, freedom of speech, media law, new production methods, and media ethics. Subscriptions to the 16-page newsletter - written in English and Russian - are free.

By the end of 1998, the Baltic Media Centre had published 32 issues of BMC Update over more than five and a half years, with a circulation of around 2,000 per issue.

CONTACT MEDIATION

The Baltic Media Centre acts as contact mediator for media circles in the Baltic Sea region, especially oriented towards organizations in the former Soviet dominated countries. For a fee, contact mediation is also offered to Western companies and institutions.

Through a bulletin board on our homepage we offer media organizations as well as individuals a research tool and contact forum on media-related issues free of charge.

Assignments involving contact mediation between East and West are continuously being carried out

HOME PAGE: www.bmc.dk





THE BALTICUM TV & FILM FESTIVAL

„If one advances confidently in the direction of their dreams, and endeavors to lead a life which they have imagined, they will meet with a success unexpected in common hours.“

—HENRY DAVID THOREAU

The Balticum Film & TV Festival has now been running for ten years. The festival specializes in documentaries, shorts and television productions produced in the countries surrounding the Baltic Sea, and is a popular meeting place for film and television professionals from the region.

The annual, week-long film festival is organized in co-operation with the National Film Board of Denmark and is held in June at various locations around Bornholm.

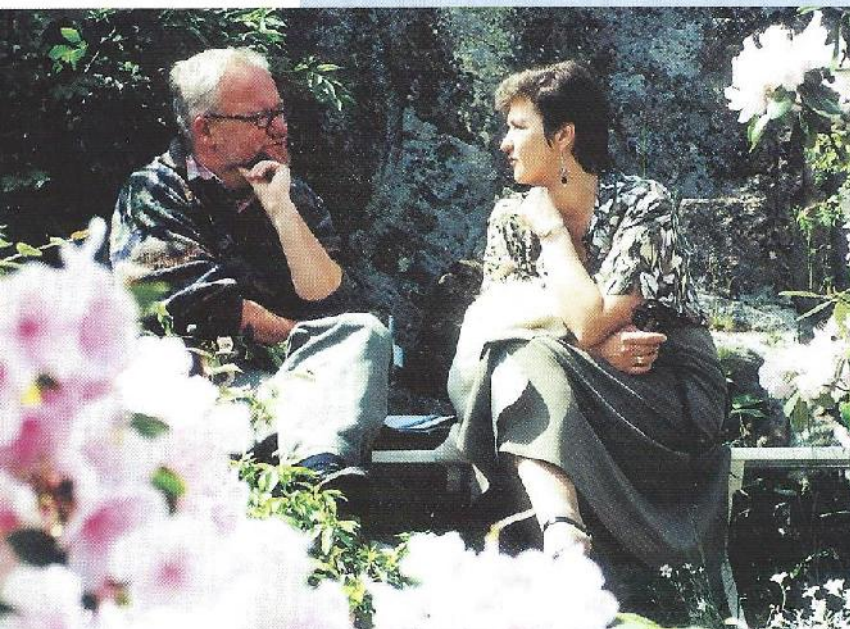
BALTIC COMPETITION

Over fifty films and directors annually participate in the Baltic Competition, which, since the start of the Festival in 1990, has screened documentaries, animated films and short films from the nine countries surrounding the Baltic Sea. From 1999, the festival will only be focusing on documentaries. Each year, the winning film is purchased by the Danish Film Institute as part of its award, and likewise the winning television programme is purchased by the Danish national broadcaster, *Danmarks Radio*.

EUROPEAN COMPETITION FOR FILM SCHOOLS

In 1997, a competition for documentary and feature films produced by film school students was introduced for the first time.

The introduction of these films enables audiences to sound out current trends that will characterize the films of the next century and ensure a rejuvenation and renewal of the festival's repertoire.



Ive Steen Müller, co-production consultant, with Zanete Ascuka from Latvia, at the Baltic Sea Forum.



BALTIC SEA FORUM

For the past two years, an integral part of the film festival has been the Baltic Sea Forum for Documentaries. In a pitching session organized by the Baltic Media Centre, promising co-production proposals from the Baltic States, Denmark, Sweden, St.Petersburg and Poland are presented to a panel of commissioning editors from Britain, Denmark, Finland, Latvia, The Netherlands, Sweden and the US.

Today, a large number of the pitched projects are being produced, and the quality of the programmes pitched has been greatly appreciated by commissioning editors and participants alike.

Over the two years, over twenty projects have benefited financially from the presentation. Other projects were reintroduced and developed at the „East Meets West“ workshop at the European Film College. Some went even further and continued to attract Western financiers at the International Documentary Forum Amsterdam, often winning in the tough competition for non-EU-European projects.

BALTIC SEA WORKSHOP GATHERING

In 1997, a meeting with the participation of workshops, film school students and other interested parties from the Baltic Sea Region was held for the first time.

*So many films, so little time -
a festival participant contemplating
the film festival programme*





BALTIC MEDIA CENTRE

CONSULTANCY

*"The most damaging phrase
in the language is:
'It's always been done that way.'"*
REAR ADMIRAL GRACE HOPPER

Integral to the success of the Baltic Media Centre's media development programme is its ability to offer governments and broadcasters a high quality consultancy service.

The Baltic Media Centre has undertaken a wide variety of projects and has completed a number of major engagements since its foundation.

Our engagements typically fall into the five broad categories:

- 1) Operational strategy and management reviews
- 2) Corporate strategy
- 3) Government policy and regulation
- 4) Programming strategy and branding issues
- 5) Equipment evaluation and technology exploitation

The Baltic Media Centre's consultants combine high level qualifications and experience in numerous essential disciplines, including strategic planning, marketing, programming, operations, management, finance, economic analysis and technological solutions.

Defining a creative vision, making sense of the future, business modelling and financial analysis are amongst the Baltic Media Centre's key strengths. Another major strength is the centre's ability in creating and using Western benchmarks to measure performance and establishing realistic goals and targets for broadcasters in developing countries.

Many broadcasters and a growing number of governments now turn to the Baltic Media Centre for the centre's range of skills, industry expertise and its ability to deal with complex issues.





LEGAL ASSISTANCE

*„Knowing is not enough; We must Apply.
Willing is not enough; We must Do.“*

—GOETHE

Legal assistance in media-related issues is an important part of the services offered by the Baltic Media Centre. The assistance spans most judicial media-related issues from helping a private producer prepare a co-production contract, to assisting governments and national media institutions in the east European partner countries in preparing media legislation. Assistance concerning media legislation aspects in these countries is also provided to Danish and Western customers.

The aim of the Baltic Media Centre's legal work is to further the civil society through a well functioning democratic, pluralistic and culturally sensitive media. The centre considers the existence of a well functioning legal framework for freedom of speech and political as well as cultural pluralism as essential in this process.

The centre has been used as consultants for governments, private and public media as well as international organizations and private companies in a wide variety of fields.

In 1994, the Russian Democracy was on the verge of creating a new media law. The Baltic Media Centre arranged a comprehensive consultancy with its own and outside experts to provide the Russian Government with the best fundament for decision. The consultancy resulted in a new draft media law.

In the same year, the young Latvian republic was facing severe problems in formulating a new media law dealing not only with how to split the frequencies and retain Freedom of Speech but as importantly how a culture under threat from the big countries of the world can retain, nurture and develop its cultural identity. The Baltic Media

Centre assisted in drafting this law and has through an array of conferences and follow-up consultancies assisted in the more or less successful implementation of the law. This process was helped by the training carried out in subjects as diverse as press ethics, access to information and the general courses for journalists. In 1999, the centre will together with the Latvian Government draw up a full audio-visual strategy for the years to come. Similar work has been carried out in other countries.

In 1995, the Council of Europe along with the Danish Government launched a wide ranging programme to improve access to the media for the main - Russian speaking - minority group in Estonia. The project has been working at different levels and with different players to achieve its goals: Government, Parliament discussing legislation and the general framework, relevant NGO's co-ordinating it with their work, media management discussing ways and possibilities to improve Russian language programmes, with journalists providing them the necessary skills and insights to work with this.

Furthermore, the Baltic Media Centre does extensive work with co-production contracts, copyright, etc.

The partners have been the Council of Europe, Soros Foundation, the Danish Centre for Human Rights, the EBU, the European Union, Article XIX, the Universities of Copenhagen and Vilnius.



BALTIC MEDIA CENTRE

„Guorilla“

consequence of the Baltic Sea Forum - participated in the prestigious Forum for Co-Financing in Amsterdam: Antra Cilinska, Latvia with „Banker's Life“, Guntis Trekteris, Latvia with „Time Zone - Prison“ and Arunas Matelis and Audrius Stonys, Lithuania with „The Man from Red October“. The year before, Alexander Krivonos, Russia in co-production Sonja Vesterholt, Denmark pitched „The Russian Avant-Garde“. All four projects, assisted by the co-production service of the Baltic Media Centre, are now in production.

To date, the Baltic Media Centre has been involved in more than thirty co-productions and is currently handling a portfolio of over fifty different co-production proposals.

MAJOR SUCCESSES HAVE INCLUDED:

Bomb Squad

Documentary on the Estonian Bomb Squad that put their lives on the line to dismantle around one hundred bombs a year in Estonia. Co-production between Estonian and English production companies, as well as the Baltic Media Centre, for the Discovery Channel. Nominated for an English television award. *Duration: 48:00*

Tall Ships

Documentary on Krusenstern, the world's largest training ship. The film describes the history of the ship and follows its participation in the „Cutty Sark Regatta“. Co-production between Estonian and English production companies, as well as the Baltic Media Centre, for the Discovery Channel. *Duration: 48:00*

Harbour

Poetic film on human loneliness directed by the distinguished Lithuanian filmmaker Audrius Stonys. *Lithuanian-Danish co-production*
Duration: 10:00

CO-PRODUCTIONS

*„Wisdom is knowing what to do next;
skill is knowing how to do it,
and virtue is doing it.“*

—DAVID STARR JORDAN.

Since March 1994, the Baltic Media Centre has offered co-production consultancy to film and tv producers. The idea is to introduce new market possibilities for producers in the Baltic region.

The work spans every aspect of production from development of ideas, production of synopses and treatments, training in presentation and pitching to the contacting of relevant production partners and commissioning bodies - television and funds. The Baltic Media Centre has actively participated with in-kind contributions (camera and editing facilities) in several co-productions as well as given assistance to contracts and other kinds of legal assistance. In 1997, the first Baltic Sea Forum for Co-financing was arranged in connection with the Balticum Film & TV Festival. The 1997 and 1998 fora have been quite successful in relation to both financial and networking outcome. In 1998, three Baltic projects - as a

BALTIC MEDIA CENTRE



Wednesday („Sreda“)

One hundred people were born in Leningrad on Wednesday, 19 July 1961. What are they doing in the Saint Petersburg of the nineties? Viktor Kossakovsky's outstanding film has received many awards, including first prize at Edinburgh and at the Balticum Film & TV Festival.

Russian-German-English-Danish-Finnish-Dutch-Swedish-Norwegian co-production.

Duration: 93:00

Gavriila

A documentary on a simple but at the same time unique person - a peasant, a dreamer, a constructor, an artist-photographer, old-believer Gavriila Kovaljovs by the talented Latvian director Romualds Pipars.

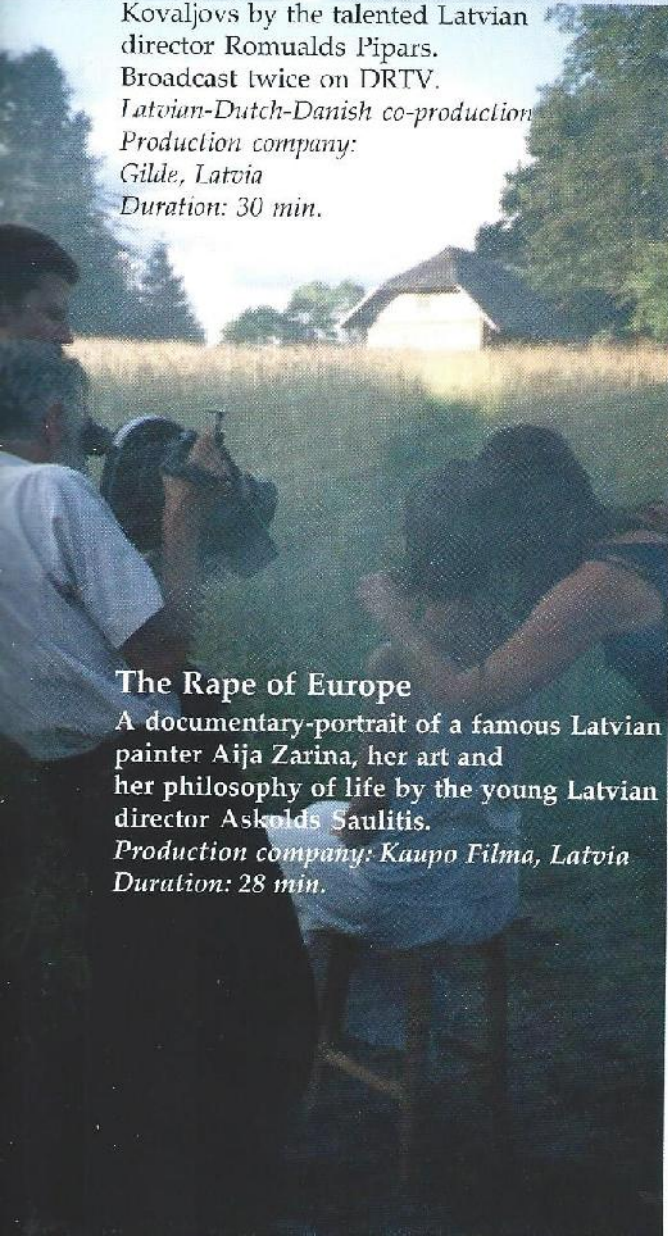
Broadcast twice on DRTV.

Latvian-Dutch-Danish co-production

Production company:

Gilde, Latvia

Duration: 30 min.



The Rape of Europe

A documentary-portrait of a famous Latvian painter Aija Zarina, her art and her philosophy of life by the young Latvian director Askolds Saulitis.

Production company: Kaupo Filma, Latvia

Duration: 28 min.



MARE BALTICUM

„Don't be afraid of opposition. Remember, a kite rises against, not with the wind.“

—HAMILTON WRIGHT MABLE

Baltic Media Centre's glossy magazine programme „Mare Balticum“ is a visible result of the centre's activities in the field of co-production mediation.

Produced monthly, MARE BALTICUM is a basket programme featuring contributions from television stations around the Baltic region. The programme is regularly broadcast in Estonia, Latvia, Lithuania, Poland and Russia.

Production is done in the partner states but, editorial work and final editing are carried out by the centre.

The Baltic Media Centre has appointed a full-time producer from BBC television to oversee production of MARE BALTICUM as well as provide news features from the Baltic region to Western broadcasters.

Continued production of the programme has not only helped Baltic partners to develop a good magazine programme, it has also helped them learn a lot about adapting programming to suit Western markets. The collaboration has already led to features produced by the department being shown on international news networks.



BALTIC MEDIA CENTRE



*The relaxing garden of
the Headquarters in Soaneke*



Interpretation box



*Masood Baig
and Khwida
Mazur of
Pakistan TV in a
training session
at BMC*

The Baltic Media Centre has state of the art training facilities which reflect equipment currently used by broadcasters around the world.

A purpose built facility close to the centre's administrative headquarters houses:

A PLENUM capable of housing 30 people, with facilities to provide simultaneous translation. This room has full conferencing facilities, including XGA video projector, video and audio playback.

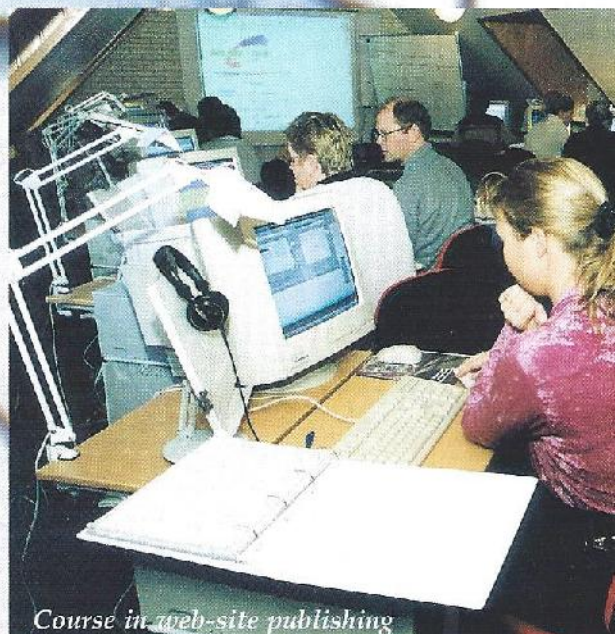
A MULTIMEDIA facility equipped with 17 workstations capable of teaching a full range of new media skills.

FOUR NON LINEAR EDITING SUITES with Avid Media Composer 1000. These on-line suites are up to broadcast standard.

FOUR SELF OPERATED DIGITAL RADIO studios equipped with the latest Sound Manager software.

IN ADDITION, for acquisition purposes, the Baltic Media Centre has two Betacam SP channels, some Hi-8 cameras and 10 DAT recorders.

THESE FACILITIES ARE AVAILABLE TO RENT AT REASONABLE RATES.



Course in web-site publishing

BALTIC MEDIA CENTRE



SVANEKE, ON THE DANISH ISLAND OF BORNHOLM plays host to the Baltic Media Centre.

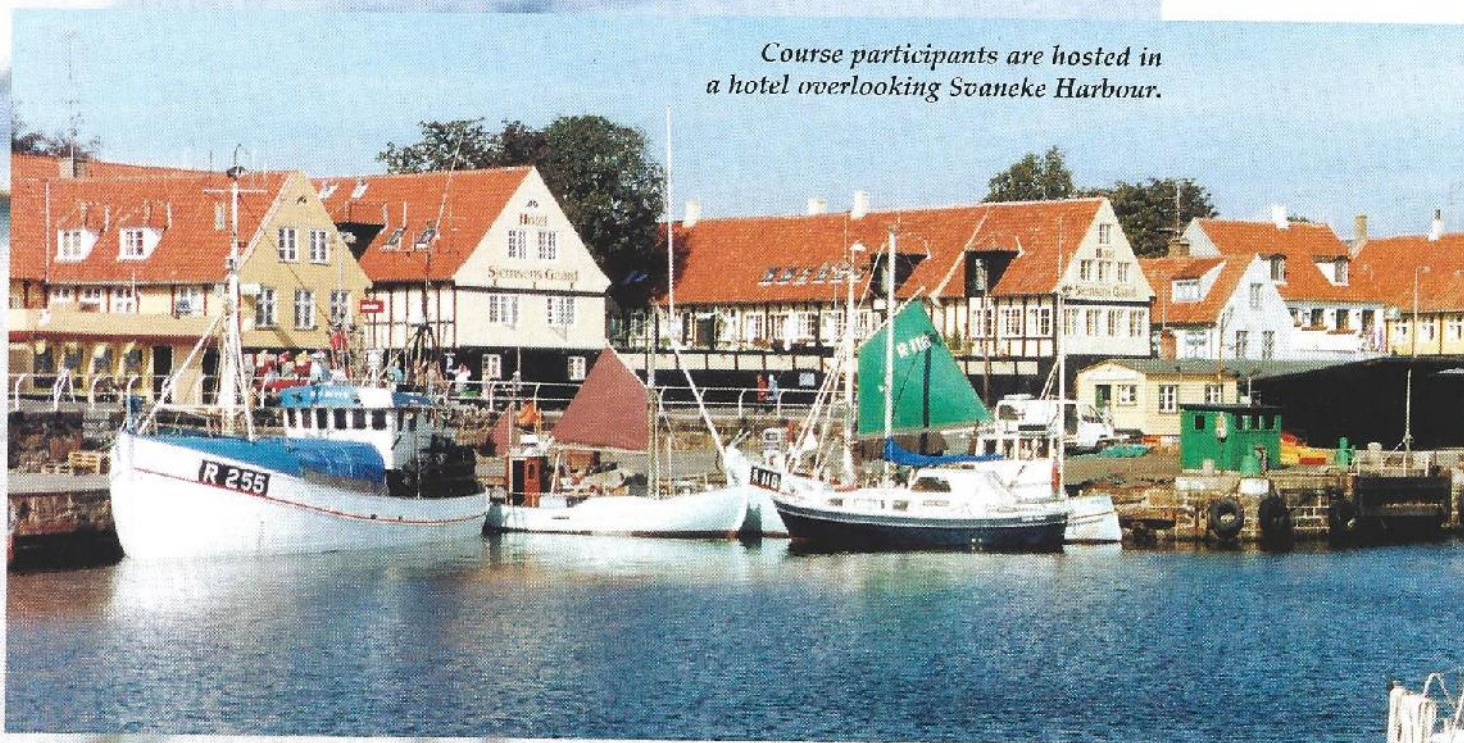
The idyllic surroundings provide an ideal environment for learning. The peace and quiet provide an atmosphere conducive to creativity.

In addition to its own course programme, the centre's facilities are used to host seminars, courses and workshops for other institutions.

Bornholm is serviced by a regular air service linking it to the Danish capital, Copenhagen which is only twenty-five minutes flying time away.

The island is also linked by regular ferry services from Germany, Sweden and Copenhagen.

Being a favoured tourist destination, Bornholm boasts very good accommodation in well appointed hotels, many of which the Baltic Media Centre can avail at discounted prices.



Course participants are hosted in a hotel overlooking Svaneke Harbour.



BALTIC MEDIA CENTRE

THE TEAM



Bent Nørby Bonde

MANAGING DIRECTOR

Bent Nørby Bonde has had an illustrious career in Broadcasting. He has been managing director of the Baltic Media Centre since its start in 1993. Was previously managing director for TV 2 Bornholm, managing director for the production company TV-Gruppen and radio producer for Denmark's Radio - each for 4-5 years. Has amongst other publications written a handbook on radio production.



Simon Drewsen Holmberg

DEPUTY MANAGING DIRECTOR

Simon Drewsen Holmberg is educated at the universities of Copenhagen and Oslo specializing in international- and media law. He has worked internationally with media law since 1993. In addition to being the Centre's legal advisor, he is also responsible for the BMC regional centres in the Baltics



Kim Caspersen

HEAD OF INFORMATION

Kim Caspersen started his career in a major Danish commerce company, took a bachelor degree in film science, a degree in journalism, and has been executive editor of a technical periodical. Has since 1995 been employed at the Baltic Media Centre managing the network activities, editing the bi-monthly newsletter and selecting films for the festival.



Waseem Mahmood

HEAD OF TRAINING AND PRODUCTION

Waseem Mahmood comes from a diverse broadcasting background. He started his career as a producer with BBC television. He went on to set up and run Europe's first ethnic pay tv channel. More recently, he has been working as a media development consultant specializing in digital television and programme strategy.



Charlotte Meldal Backhausen

TRAINING ADMINISTRATOR

Charlotte Meldal Backhausen comes from an academic background. She studied for her Masters in English and Communications from University of Copenhagen and went on to the University of Glasgow. More recently she has been working in business administration with a variety of blue chip companies.

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