

Changing Europe - Reflecting all voices!

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Reflecting all Voices - PRIX EUROPA 2018 is starting.

From **13 until 20 October** 10 jury groups and countless participants will be inhabiting all corners of **rbb Haus des Rundfunks** bringing foreign sounds and whispers to its corridors. Most of these around 1000 European individuals have brought an offering to Berlin: a radio piece, a film, a tiny fraction of the Internet, a website, on their laptops. They have thrown it into the ring and are ready to dance – from Montenegro and Georgia to Iceland and Norway - through a festival week of screenings, presentations, conversations, heated discussions and rounds of voting. The hazy dream at the end of a busy week: going up on stage, a Taurus-Trophy in hand.

12 PRIX EUROPA Award winners will get up on that stage in the evening of Friday 19th October in Potsdam. Everything gained, nothing lost - true for every single festival participant. The reward is the journey in this week of radio, television and digital media. Apart from the invaluable conversations with fellow jurors, envisaging new future projects together, the screenings and presentations, there are **three MasterClasses** offering inside knowledge on radio production, digital successes and the nitty-gritty of international television co-productions. A **Panel Debate** will examine the role of cultural radio stations as cultural players, following the **Berlin Summit**, where a round of Radio Directors will debate the next steps of culture in radio.

This year's festival slogan "**Reflecting all Voices**" is meant to encourage an inclusive rather than a divisive role of the media in the societies of the 21st century. On 19th October Cecilia Benkö, Director General of Sveriges Radio and President of PRIX EUROPA, will expand on this concept in the **Potsdam Declaration**, a joint statement signed on Friday in Potsdam by the 21 European broadcasters united in the Steering Committee of PRIX EUROPA. This idea will also resonate in the choice of candidate for the **European Journalist of the Year 2018** award, announced and honoured with a Taurus Trophy during the Awards Ceremony, which will be moderated by Shanli Anwar.

PRIX EUROPA 2018 MasterClass

‘How to survive on the choppy seas of independent radio/audio production?’

Thursday 18 October 2018 at 20.00h, Haus des Rundfunks, Saal 5

Making a successful independent radio/audio production has never been easy. But today, in a changing media world, there are specific challenges, which need to be addressed. This is why PRIX EUROPA is delighted to announce that Alan Hall, award-winning producer from the London-based Falling Tree Productions, will present a MasterClass to share his knowledge and insights. Alan Hall has been a radio producer since the 1990s and has built a reputation for long-form documentaries and music features. His production company “Falling Tree” is one of the world’s leading companies in that field. Alan will be in dialogue with Belgian Masters students from the Royal Institute for Theatre, Cinema& Sounds as well as Swedish Masters students from the Stockholm University of the Arts.

Admission is free of charge, the number of seats is limited. Registration by email is required to press@prixeuropa.eu, the language spoken will be English.

PRIX EUROPA 2018 MasterClass

“Connecting Europe – Reflecting all Voices”

Friday 19 October 2018 at 14.00h, Haus des Rundfunks, Saal 2

Major single piece and serial television documentaries from different countries will provide the focus of a conversation about experiences with international co-productions. Georg Tschurtschenthaler (Germany) will tell us how Gebrüder Beetz found international co-production partners and financing for their documentary “The Cleaners” about the people who “clean” the Internet; Eric Lieshout (Netherlands) will introduce his series “Made in Europe”; Stéphane Siohan (France) will talk about the complex media co-operations on his Ukrainian, Polish, French documentary “Home Games”; Daniela Drastasta (Croatia) and Frans Jennekens (Netherlands) will present a sneak preview of their just completed series “New Neighbours” and Sören Klovborg (Denmark) will tell us about working with the Why Foundation on the documentary “Maid in Hell. Grab the unique chance to compare notes with other experienced filmmakers, ask questions and share experiences.

The conversation will be hosted by Ruurd Biermann, consultant for the European Broadcasting Union.

Admission is free of charge, the number of seats is limited. Registration by email is required to office@prixeuropa.eu, the language spoken will be English.

PRIX EUROPA 2018 MasterClass

‘Successful digitally based projects by public broadcasters’

Friday 19 October 2018 at 14.00h, Haus des Rundfunks, Raum 105

This is a unique opportunity to gain inside knowledge about how broadcasters are making a success of their digital projects. Kirsty Drain, senior producer at BBC Scotland, will tell the success stories of The Social & The Social 2.0 under the heading: ‘Successful digital diversity on social media – and beyond’. Manuel Thalmann (programme developer for young target groups at the Swiss SRG SSR) will explore “Public Service on Youtube”. And Kåre V. Poulsen (executive producer at DR, Denmark) will present ‘The relation triangle: Successful mixtures of cross media, co creation and partnerships’.

Admission is free of charge, the number of seats is limited. Registration by email is required to press@prixeuropa.eu, the language spoken will be English.

PRIX EUROPA 2018 Panel Debate

‘Radio as Cultural Hub’

Friday 19 October 2018, 16.00h-17.30h, Haus des Rundfunks, Kleiner Sendesaal

The Bundeszentrale für Politische Bildung and the Goethe Institut are co-hosting this discussion about the role of radio as a cultural player.

Public broadcasters have always played an important role in the cultural life of Europe. They are a platform where cultural programmes are produced and, as a result, become a cultural asset by themselves. However, due to a dramatic change in the media landscape as well as the political climate, the future of public broadcasters as cultural asset is uncertain. Which significance have public broadcaster as cultural producer in the European societies? How could strategies for their maintenance look like? Those and other questions will be discussed from a variety of industry experts.

The panelists are Helen Boaden: former Head of BBC News and BBC Radio, Bonaventure Soh Bejeng Ndikung, Artistic director of the art room ‘Savvy Contemporary Berlin’, Róise Goan, Curator, Dramatic advisor, producer and author for theatre, TV and radio, Kaye Mortley, internationally acclaimed radio producer and Dr. Christine Schöpf, co-director of the media and art competition Ars Electronica.

The event will be moderated by Vivian Perkovic, who hosts the music magazine ‘Tonart’ (DLF) and ‘Kulturzeit’ (ZDF).

Admission is free of charge, the number of seats is limited. Registration by email is required to press@prixeuropa.eu, the language spoken will be English.

THE BERLIN SUMMIT:

Cultural Radio in Europe: Where next?

Friday 19 October 2018, 09.00h-16.00h

The Directors and Heads of leading cultural radio stations in Europe are gathering to develop strategies for the future of cultural radio in a conference organised by the European Broadcasting Union's Culture Group. As well as presenting initiatives and innovations in cultural programming, risks and opportunities in the age of voice will be dealt with and the future of Radio Orchestras.

A keynote speech by Prof. Ulrike Guérot, Head of Department for European Policy and the Study of Democracy, Danube University, Krems, Austria, will reflect on the political situation in Europe: "The open Europe and its enemies".

Participating broadcasters are:

British Broadcasting Corporation (UK), SRF/SRG/SSR (Switzerland), P1 & P2, Danmarks Radio (Denmark), Sveriges Radio (Sweden), Ö1 (ORF/Austria), Radio Klara (VRT/Belgium), Czech Radio Ostrava and Olomouc (CR/Czech Republic), RTÉ lyric fm (RTÉ/Ireland).

Admission is by Invitation only!

PRIX EUROPA was founded in 1987. Every year the influential tri-media festival honours the best Television-, Radio- and Online productions from the European continent. The festival distinguishes itself from similar events through its big open jury groups. The winners are determined in open-ended debates and through individual voting. PRIX EUROPA 2018 takes place from 13 to 20 October in Berlin and Potsdam. The festival is supported by an alliance of 26 European media organisations, as well as the European Commission and the European Broadcasting Union. Since 1997 rbb hosts the festival at Haus des Rundfunks (Masurenallee 8-14, 14057 Berlin). The current President of PRIX EUROPA is Cecilia Benkö Lamborn, Director General of Sveriges Radio.

Any questions?

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