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DAILY NEWS

**PRIX
EUROPA**

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DAILY NEWS

The Radio Day of European Cultures 2007



Muhabbet & The Capital Dance Orchestra at the opening concert of PRIX EUROPA and the Radio Day of European Cultures 2007

If you turn on the radio on Sunday 14 October anywhere in Europe, you are likely to come across a variety of programmes about European cultures. Over 40 radio stations from 30 European countries have joined the initiative of the European Broadcasting Union and PRIX EUROPA to make Europe audible with the aim of building bridges and bringing about a sense of European identity. Its motto 'My Europe' is reflecting individual rather than political or institutional perceptions of the continent. This specific theme was taken up, for example, by the Swiss Radio Rumantsch with a portrait 'My Europe is a pile of books'. On Slovak Radio Devín, the sought-after Slovak musician Oskar Rozsa presents Slovak music seen through his personal European spectacles. The Ukrainian Radio presents a programme 'My

family is my fortress' – interview with an ambassador of a European state about his life and understanding of other countries' traditions. The German Deutsche Welle produced a tri-lingual feature series 'Europe - Terra Incognita' exploring unknown facets of life in Europe, and 'Borders' got together six broadcasters for a radio drama project on borders.

The perfect communicator across borders is music which plays a key role in Radio Day programming and provides a powerful variation on the theme. This is not only reflected in productions of the individual broadcasters, it also shows in the programme offers. They range from the opening concert 'Muhabbet and the Capital Dance Orchestra - R'nBesk Meets Swing', the musical journey through the continent with the EBU

Folk Special, or the finale of the international choir competition 'Let the Peoples sing' with choirs from seven countries singing in Wuppertal and broadcast by the German WDR. The patrons of the Radio Day also dwelt on their visions in recorded messages. „We all need to talk to each other“, says Hans-Gert Pöttering, President of the European Parliament. "Europe is people... I hope you'll join in the cross-border debate. Have your say!" is Vice-President of the European Commission Margot Wallström's plea. "I would say that I believe in a Europe which makes a positive difference in people's lives", says Terry Davis, Secretary General of the Council of Europe. The third Radio Day of European Cultures has hopefully also made a positive difference and demonstrated the power of radio to achieve this.



Raina Konstantinova opens the Radio Day

The Power of Radio

Interview with the initiators of the Radio Day: Raina Konstantinova (EBU) and Peter Leonhard Braun (PRIX EUROPA)

DN: What do you want to achieve with the Radio Day?

Raina Konstantinova: Radio easily reaches audiences. It doesn't need a huge production. Europe is not only a culture with different people, we would like to connect the different Europeans to a community. Every nation has something, that the others don't have. When this comes together, everyone gets richer and closer.

DN: How do you want to reach these aims?

Raina: In Europe there are 796 radio channels with a total audience of 500 million people.

There are so many themes that worry us today. These broadcasts are like a bridge, with many different languages.

Peter-Leonhard Braun: You must be aware that Europe is quite a nice continent, but there are no Europeans. This feeling of belonging, of identity has to come first. There are many cultures, but they are equal. It takes a hundred years until we really get a continent of belonging.

Raina: Every culture takes a part of the spirit of Europe. We are different, but if we understand each other there will be no reasons for war or divisions like the Berlin Wall.

Peter-Leonhard: Television could never afford to have a whole day of cultural programme, the ratings would drop down. Only radio can do it, radio is a cultural medium.

DN: How big is the misuse of radio?

Raina: Radio is 110 years old. During all the political changes a lot of people tried to use radio for manipulating, but it just worked for a short time. Radio is democratic, it can't change a human voice. It's important, that people know how to get educated and to know when they get manipulated.

DN: Why did you choose Muhabbet and the Capital Dance Orchestra to play together for the opening?

Raina: They're very good musicians. And it's also the end of Ramadan. We do a gesture of respect. So we broadcast this concert to 17 radio stations in Europe.

DN: We talked a lot about cultures, so do you like our food culture?

Raina: Yes, yes, yes... I like Schnitzel and Weisswurst, they are very delicious.

Quote of the day....

"I came here to find inspiration and get new ideas. "

Ulrika Nordin, Sweden.

Euro-Bloggers: I am Europe

What's European about you and your life? This question catches up with anybody working for or participating in a festival called PRIX EUROPA at some stage. And what's Europe anyway?

To get an orientation on this matter you now have the great chance to consult the weblog "I am Europe" on www.radiodayweb.eu and find voices from all over the place discussing everything to do with Europe.

Some reckon that Europe is pure institutional rubbish, others recount their early "Transalpino" experiences; Europe as a queen or a bus or a paradox. Tomato meets fly who wildly disagrees with pixi and macho1 who thinks the UK is the greatest country in the whole world. The blog also introduces the Unusual Europeans Branka, Peter, Maxine and Andrey and their work in a refugee camp or a prison, in a Paris ghetto or in Russian broadcasting. They take you on a journey through their realities drawing surprising conclusions about Europe.

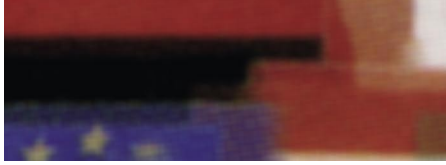
The weblog is part of the third Radio Day of European Cultures and its website www.radiodayweb.eu. It offers broadcasters the chance to



The DAILY NEWS Reporters interview Raina Konstantinova and Peter-Leonhard Braun. (Alexander Linß, Christian Müller and Jan-Hendrik Mautsch)

collect voices from Europe for their programmes and use the potential of Web 2.0 to communicate with their listeners.

So, when that moment arrives and “Europe” becomes a question-mark in your head, you know where to go: www.radiodayweb.eu/blog.html.



‘Yourope’ is ‘Equally Different’

Start your SPOT Voting

A very ‘special event’ this year is the SPOT category because the jury from around the world meets in cyberspace. It is the first online voting in the history of PRIX EUROPA. Thirty small one-minute films deal in a creative way with the theme ‘I am Europe’. Literally everybody, people like you and me, could join the competition.

The directors like playing with words, for example, from Europe to Irope to Nousrope to Ichrope to Mérope to Énrope to Ikrope to Yourope.

‘Equally Different’ is visualised by a woman dressed as a traditional Greek lady, playing the Spanish guitar, sitting in front of a Polish flag, next to her an English gentleman pulling over leather gloves accompanied by a French chanson.

These are just examples for the various, highly creative SPOTS. All of them demonstrate the wonderful diversity of Europe.

The best SPOT wins 6000 €. Your opinion is highly desired: until Friday, October 19, 2007 click on <http://www.rbb-online.de/prixeuropa>, find the voting link on the right, click, watch and enjoy! Please note: You only have ONE vote for your favourite SPOT, use it!

Jonas Böhm, Nikolas Eisentraut



The PRIX EUROPA participants

Impressions of the first day at PRIX EUROPA

Entering the big hall of the PRIX EUROPA building, you can hear a variety of languages. There are visitors from Sweden, Denmark, Spain, Greece, and a lot of other countries. Even though they come from all over Europe, they are talking together loudly about their expectations for this year’s PRIX EUROPA.

“It’s my first time this year and I’m very curious to see the different productions in Internet, TV, and radio”, says Jorunn Nevstad from Norway who is in a conversation with Line Alsaker, a jury member for Radio Documentary.

It’s a very friendly and open atmosphere among the visitors, and everybody is getting to know new colleagues and talking to each other. We asked arriving people about their expectations.

Ulrika Nordin travelled here from Sweden to find inspiration and get new ideas for the radio school “Dramatiska Institutet” in Stockholm. She is here with a couple of students. Erik Sjölin, who is very excited to be here, is one of them.

Dewi Wyn Williams, the coordinator for TV Fiction, came here from Wales to meet people from all over Europe and watch their productions.

“The Mosquito Problem and other Stories” is the film that Nelly Rousseva wants to present this year. The documentary was already nominated for the Cannes Film Festival and Nelly thinks it’s going to be brilliant to present it at PRIX EUROPA as well. She is happy to be here and very excited to see the films from other countries.

Also people from outside of Europe are here, like Renee Pringle and J. Marr from Washington DC, USA. They are here for the first time too and hope to make helpful connections with European colleagues. They are very interested in what is happening in European media and think that being in the jury for Radio Documentary and Drama is going to be a great experience.

We have already met a lot of interesting people today and think that PRIX EUROPA 2007 is going to be a great success.

Julia Franke and Ute Wiemer

Behind the scenes of PRIX EUROPA

... The Hospitality Desk

It's a relaxed atmosphere in the Haus des Rundfunks. Young and old participants of the PRIX EUROPA are sitting around, drinking their coffee and talking about the programme tonight.

In the middle of the lobby you find the Hospitality Desk. Three friendly-looking women – waiting for work. Then the action starts. More and more people arrive, waiting to get their badges and the PRIX EUROPA bags filled with information. During a stress-free minute, the 'Daily News' took the chance to interview Kristin Magister and Gudula Moser who are working behind the desk. For Kristin, a 26-year old student, it is the first time here and she would definitely do it again. Usually studying at the university, she is already part of the PRIX EUROPA team for one and a half months. "My colleagues are nice, it is a nice atmosphere, it is great to have contact with the participants", she says.

Today, almost everybody is interested in the same question: "What about the concert?" Gudula and Kristin not only answer all the questions about where and when it starts, they are also the 'keepers of the stamp' which is necessary to get a free entry.

Their information means a big help for visitors like Johann Hellström from Sweden. He doesn't know, what to expect. He is here for the first time. Studying radio documentary, he visits the festival together with his professor and 13 fellow students from Stockholm. His first stop is the Hospitality Desk. Here is the place, where you register and get more information about finding your way in the long and winding floors of the Haus des Rundfunks. To get lost in the city is not one of his fears. "We took a taxi from the airport to the hotel", he smiles and adds "it was not that difficult". But he knows that taxis in Berlin will not help him to



Kristin Magister and Gudula Moser at the Infocounter

find his way through the festival. Therefore, he meets his professor and his fellow students at the bar to talk about their next plans. Kristina and Gudula are already busy with new participants. Similar questions but they keep answering them, always friendly.

Ulrike Heilmann & Anne Piezunka

blogged

“Europe is a great place, but there are no Europeans”

<http://radiodayweb.eu/blog.html>

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PRIX EUROPA 2007

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And tomorrow...

... the European Crime Movie Marathon!

It's Open Day from 10am to 7pm, so the Berlin public also has a chance to watch successful TV movies in their original version with English subtitles and free of charge, of course. Some thrilling German, French, British, Finnish and Russian TV crime productions are presented in more than seven hours of film. It starts at 10am in the Haus des Rundfunks, Masurenallee 8-14, 14057 Berlin.

Tomorrow, there is also information available regarding internships with European broadcasters. There will be a list with contacts at the Hospitality Desk.

Ulrike Heilmann

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