



59TH PRIX ITALIA VERONA – SEPTEMBER 23/29

Schedule of the International Workshops

Wednesday 26 September 2007 15:15-17:30 Palazzo della Gran Guardia, Meeting Room

HOW TO MEASURE TELEVISION QUALITY

The quality of the offer is one of the main priorities of the European and International public service broadcasters, an objective that is also followed by commercial and private broadcasters to some extent. Talking about the offer means talking about content, programmes, services for users, but also about that added value that some call “public value”. But is a quality product necessarily a successful product? Does success mean merely attracting the largest possible audience? Or does quality mean niche products for the few? Furthermore, what is the borderline between the public’s expectations and perceptions of quality? What can be done to help expectations and user satisfaction coincide? In this context, what is the best system for measuring quality? Comparing International experiences.

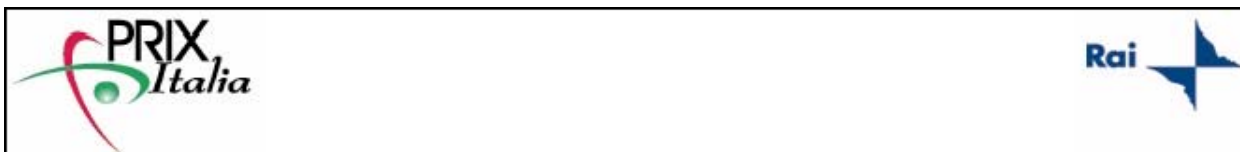
Moderator:

- **Caroline Thomson**, Prix Italia President and Chief Operating Officer, BBC

Speakers :

- **Paolo Gentiloni**, Minister of Communications, Italy
- **Paolo Baldi**, Media Consultant, Switzerland
- **Richard Hooper**, Former Vice Chairman OFCOM, United Kingdom
- **Jean-Paul Philippot**, CEO, RTBF, Belgium
- **Claudio Petruccioli**, President, RAI, Italy
- **Robert Rabinovitch**, President and CEO, CBC/Radio-Canada

The event ends with a tribute to the Swedish film director Ingmar Bergman, whose film **SARABAND**, winner of the Category Drama TV at the Prix Italia 2004.



Thursday 27 September 2007 h 11:00 - 13:00 Palazzo della Gran Guardia, Cenacolo Room

PROFILES WOMEN AND MEDIA

The aim of the meeting is to understand if and how the presence of women in the media determines or not important changes in ways of communication, for which concern both traditional and new media.

There are women who are at the helm of production, creating contents and messages (journalists, TV presenters, script writers and organisers and women who are the object of attention of the media (simultaneous leaders from politics to medicine, from arts to economy).

In these cases, is it the women who adapt themselves to the model of communications or vice versa? So therefore, different experiences are confronted in many parts of the world.

Moderator

- **Antonio Caprarica**, Director of Radio News, RAI, Italia

Speakers:

- **Barbara Pollastrini**, Minister of Rights and Equal Opportunities, Italy
- **Giovanna Bianchi Clerici**, Member of the Board of Directors, RAI
- **Fatoumata Coulibaly**, Journalist, Radiodiffusion Télévision Nationale du Mali
- **Erminia Perbellini**, City Councillor to Culture, Tourism, Events and Traditions of Verona
- **Najat Rochdi**, Regional Coordinator ICTDAR/UNDP, Cairo
- **Caroline Thomson**, Prix Italia President and Chief Operating Officer, BBC

The documentary of Rai Cinema and Rai Teche **BELLISSIME**, directed by Giovanna Gagliardo will be show at the end of the debate.



Thursday 27 September 2007 h 15:30 -17:30 Palazzo della Gran Guardia, Meeting Room

VISION XXI. THE FUTURE OF THE WEB : RADIO AND VIDEO

Being active and effective in communication using the Internet's full potential, having the possibility to produce one's own contents, being able to choose what audio and video material to offer free to other users, managing individually or in groups every type of information and digital contribution independent of the person who produces it or the site on which it is generated, taking material simultaneously from different sites and re-distributing it to one's own site to serve new purposes, in short: collectively sharing, distributing and elaborating – are these the features of the near future of the entire field of communication? The new vision of the Internet (known as Web 2.0) is born out of the mix of new data transmission technologies, innovative ways of working and interacting with online information, new approaches and unexpected uses of sounds and images. To what extent are these new visions and successful new models already changing radio and television as we have known them? To what extent can the logic of one media be transferred to others? The guest experts respond to these questions, analysing concrete examples and solutions...

Moderator:

- **Andrea Lawendel**, Journalist and Media expert, Italy

Speakers :

- **Jenny Abramsky**, Director of Radio, BBC, United Kingdom
- **André Berthold**, Technik & Entwicklung, ARD-online
- **José Correia**, Head Internet e Multimedia, ARTE, France
- **Raina Konstantinova**, Director of Radio Department, EBU (European Broadcasting Union)
- **Erik Lambert**, Director, The Silver Lining Project, Italy
- **Marco Nuzzo**, Rai Net, Italy



Friday 28 September 2007 h 15:00-17:30 Palazzo della Gran Guardia, Meeting Room

TELEVISION OF THE FUTURE

What if the major challenges of public service television's near future were really to include culture in its widest and most noble sense? The ability to attract new talent and creativity? To promote new skills and convey the unbelievable richness of our world and our time? To produce messages of undisputed quality, purpose, interest and beauty? To explain and appreciate diversity (of people, languages and formats)? To speak to the many as well as the few? To dialogue with the senses and with the intellect? To enrich and expand our imaginations with imagination and fresh approaches? Too simple? Too little? Too expensive?

Moderator

- **James Graham**, Prix Italia Honorary President

Speakers:

- **Enrique Bustamante Tamirez**, Universidad Complutense de Madrid, Spain
- **Claudio Cappon**, Director General, RAI, Italy
- **Habib-Chawki Hamraoui**, Director General, ENTV and President of ASBU, Algeria
- **Jean Réveillon**, Director General, EBU (European Broadcasting Union)
- **Sir George Russell**, Vice Chairman ITV, United Kingdom
- **Andreas Weiss**, Director International Relations, ARD Muenchen

Saturday 29 September 2007 h 9:30 – 11:00 Palazzo della Gran Guardia, Meeting Room

MEDIA AND PEACE-BUILDING

The role that the media play in conflict has never been adequately studied. Prevention is some cases. Tools of war in others. Journalism can play a role on the battlefield and, increasingly, journalists are themselves seen as targets. The power of radio and television is now joined by the Internet as a weapon of incitement, of propaganda and of counter-information. But just as important is the media's role in helping to resolve conflicts between states or in civil wars. Its prevalent role is one of mediation. Once peace has been restored, it is then necessary to find a way out of the spirals of violence. In the long-term, it is necessary to reconstruct the State, the nation, and rebuild trust and co-operation between citizens: in other words to encourage the transition from a crisis situation to one of normality. Even here, the press and radio and television programmes can make a particular but considerable contribution. For example, by encouraging reconciliation, opening channels of communication to all, teaching people to work together, providing accurate information, but also overcoming prejudices and stereotypes and discouraging discrimination. Reports from Afghanistan, Iraq, Lebanon and Somalia.

Moderator:

- **Ennio Chiodi**, Director of Foreign Correspondents, RAI, Italy

Speakers:

- **Ahmed Abdilasan**, Director of Radio HormAfrik, Somalia
- **Abdul Halim Al-Ruhaimi**, Chairman of the Board of Governors, Iraqi Media Network, Iraq
- **Ibrahim El Khoury**, President and Director General, TL-Télé-Liban, Lebanon
- **Abdul Wahid Nazari**, Director General RTA, Radio Television Afghanistan