



MUSIC PLENARY MEETING

19-20 MAY 2022

v.2022-5-18

AGENDA

DAY 1 - 09.00–17.30 (LOCAL TIME)

08.15 *Registration opens; coffee, early networking*

09.00 **Official opening** † Miikka Maunula, Executive Producer, YLE / Chair, EBU Classical Music Group; Michael Blee, Head of Opera & Concerts Dept., ORF Ö1 / Vice-Chair, EBU Classical Music Group

Welcome to the Westdeutscher Rundfunk † Andrea Schafarczyk, Programme Director, WDR (video)

Welcome to WDR 3 † Matthias Kremin, Head of Programme Culture Radio WDR 3 and WDR 5

09.30 **A 20-minute tour of top topics** † Miikka Maunula, YLE; Michael Blee, ORF

09.50 **Presentations & Panel discussion: Are we loud enough?** †

Moderator: Sinéad Wylde, Head RTÉ lyric fm (intro: 5')

Staying visible when dealing with labels and festivals: how not to get lost in collaboration † Holger Hettinger, Head of Music, Deutschlandfunk, Cologne and Deutschlandfunk Kultur, Berlin (15')

Visual Advocacy † Jakob Marstrand, Editor of live classical music & EBU, DR P2 (15')

Panel discussion † *Participants:* Julijus Grickevičius, Head of LRT Klasika; Holger Hettinger, DKU; Simone Meijer, Station Director, NPO Radio 4 (40')

11.05 *Coffee & networking break*

11.30 **Podium for young musicians** † Marjolein Lever, Project Leader & Chief Editor Young Classical Talent, AVROTROS / NPO Radio 4

11.45 **Voci in Barcaccia. Largo ai giovani!** † Andrea Borgnino, Head of RaiPlaySound

12.00 **Panel discussion: Working towards inclusive and diverse content, culture and workforce**

Moderator: Alan Davey, Controller, BBC Radio 3 and BBC Proms; *Participants:* Anna-Karin Larsson, Head of Music Department, SR (Stockholm); Ellara Wakely, Commissioning Executive, Diversity and Inclusion Lead, BBC Radio 3, BBC Proms and BBC Orchestras and Choirs; Andrea Zschunke, Head of Music, WDR 3

13.00 *Lunch break*

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14.00 **Delivering digital products outside of radio: new formats, new audiences !**

Moderator: Barbara Franck, Head of the Creative Lab, WDR (intro 5')

This is what they want! Using UX design for developing digital content at Swedish Radio ! Anna-Karin Larsson, SR (Stockholm) (15')

Expect the unexpected: developing digital creativity with WDR's radio ensembles ! Barbara Franck, WDR (15')

Podcasting success! How France Musique is nurturing a growing listenership ! Stéphane Grant, Head of Programmes, France Musique (15')

Engaging the audience - creating a hybrid model of multi-platform orchestral broadcasting during the pandemic ! Gail Henry, Music Producer, RTÉ lyric fm (15')

Make me cry, make me calm: engaging digital audiences through mood ! Philip Raperport, Commissioning Executive, BBC Radio 3 & BBC Sounds (15')

15.20 *Short coffee & networking break*

15.40 **Breakout sessions**

1. How do you sound? Best practices in music scheduling and your channels music profile !

Moderators: Jakob Marstrand, DR; Gunda Vaivode, Director LR3 Klasika

2. The future is in your hands: supporting young musicians ! *Moderators:* Emma Bloxham, Editor, BBC Radio 3 and New Generation Artists; Meret Forster, Head of Music, BR; Co-Artistic Director, ARD International Music Competition

3. Pleased to meet you! Relating to your audience ! *Moderator:* Fran Acheson, BBC Academy

16.55 **Editorial shots - your EBU Music information booster: what have I missed in my inbox? !** Albina Belabiod, Content Coordinator, Classical Music; Mireia Pacareu, Editor, Live Music & Projects, Classical Music; Monica Schütz, Community Manager; Elana Solomon, Content Coordinator, Classical Music

17.25 **Debrief of the day**

17.30 **End of Day 1**

EVENING PROGRAMME

17.30 Drinks at Papa Joe's Jazz-Club

19.30 Dinner at Restaurant 12 Apostels



DAY 2 - 09.00–16.00 (LOCAL TIME)

- 08.00 *Guided Tour, WDR Studios* (Meeting point TBC) | The visit includes a short recital by young violinist Tassilo Probst.
“Tassilo is an outstanding young violinist and musician, with a strong will, a unique sound and an impressive command of his instrument.” - Daniel Hope
- 08.15 *Coffee, early networking*
- 09.00 **Bringing you up to speed** | Miikka Maunula, YLE; Michael Blee, ORF
- 09.10 **In conversation with** | *Guest:* Oleksandr Piriye, Director of department for music & art programming, Radio “Culture”, UA:PBC; *Interviewer:* Valentina Bensi, Executive Producer, RSI Rete Due
- 09.30 **Introduction & Panel discussion - Acceleration to the new normal: rights and responsibilities in a post-Covid world** | *Moderator:* Simon Brown, Business Affairs Manager, BBC Radio & Music
Participants: Charles Adriaenssen, President, Outthere Music; Till Janczukowicz, Founder and CEO, IDAGIO
- 10.30 **NRK’s new structure and upcoming music strategy** | Rolf Lennart Stensø, Chief Executive and Artistic Director, NRK Orchestra and Music department
- 10.45 **Decoding our audiences - with Picasso!** | Edward Blakeman, Head of Music Programmes, BBC Radio 3
- 11.00 *Coffee & networking break*
- 11.25 **Euroradio Live Operations** | Carsten Gertzen, Head of Contribution & Playout-Center at ARD-Sternpunkt; Vice-Chair, EBU Contact Engineers; Service Manager TCSP; Huw Robinson, Operations Manager, Music, BBC Audio; Chair, EBU Contact Engineers
- 11.45 **Breakout sessions**
- 1. Talking diversity: developing the next commissioning scheme** | Pascale Labrie, Head of EBU Music; Ellara Wakely, BBC
2. Editorial approaches to a crisis | Andreas Iacovides, Music Editor/Presenter, RIKClassic, CyBC
3. Does my voice look big in this? How to get feedback | Fran Acheson, BBC
- 13.00 *Lunch break*
- 14.00 **Debrief of the breakout sessions** | A representative from each group
- 14.45 **Elections** | Mireia Pacareu, EBU; Pascale Labrie, EBU
- 15.15 **Special feature, including:**
- What a teenager from 1990's says to a teenager in 2020's** | Miikka Maunula, YLE
- 15.45 **Debrief of the day**
- 16.00 **End of Day 2**

EVENING PROGRAMME

- 20.00 Concert of the Quatuor Modigliani, Kölner Philharmonie

PARTICIPANTS

Austria	ORF ORF	Michael BLEES Sarah SCHULMEISTER
Belgium	RTBF RTBF VRT	Romain DHAINAUT Jurjen SOETING Marc WEYTS
Bulgaria	BNR	Svetla MATEEVA
Croatia	HRTR	Gordana KRPAN
Cyprus	CyBC	Andreas IACOVIDES
Czech Republic	Czech Radio Czech Radio	Lucie HRADLOVÁ Alena MARŠÍKOVÁ MICHÁLKOVÁ
Denmark	Danish Radio	Jakob MARSTRAND
Estonia	ERR	Tiia TEDER
Finland	YLE YLE YLE	Timo ASIKAINEN Riikka HOLOPAINEN Miikka MAUNULA
France	Radio France	Stéphane GRANT
Germany	ARD-Sternpunkt BR BR DLF/DKU DW HR NDR RBB SR SWR SWR	Carsten GERTZEN Meret FORSTER Claudia HOLZHAUSER-KORMANN Holger HETTINGER Anastassia BOUTSKO Martin GRUNENBERG Bettina TAHERI-ZACHER Dirk HÜHNER Martin BREHER Doris BLAICH Julia SCHWARZ

	WDR	Claudia BELEMANN
	WDR	Martin BÜRKL
	WDR	Barbara FRANCK
	WDR	Susanne HERZOG
	WDR	Matthias KREMIN
	WDR	Susanne OCKELMANN
	WDR	Andrea ZSCHUNKE
Greece	ERT	Maria KOPANA
Hungary	MTVA	Dávid OTTMÁR
Ireland	RTÉ	Gail HENRY
	RTÉ	Sinéad WYLDE
Israel	IPBC	Omer FRENKEL
Italy	RAI	Andrea BORGNINO
Latvia	Latvian Radio	Gunda VAIVODE
Lithuania	LRT	Julijus GRICKEVIČIUS
	LRT	Rasa MURAUSKAITĖ
Luxembourg	ERSL	Guy ENGELS
Montenegro	RTCG	Stana ŠALGO
Netherlands	NPO	Marjolein LEVER
	NPO	Simone MEIJER
Norway	NRK	Ingvei EIKAAS
	NRK	Rolf LENNART STENSØ
Portugal	RTP	Susana VALENTE
Romania	ROR	Cristina COMANDASU
	ROR	Alina VELEA
Serbia	RTS	Ivana NEIMAREVIĆ
Slovakia	RTVS	Adam KURUC

Slovenia	RTVS RTVS	Mojca MENART Hugo ŠEKORANJA
Spain	Catalunya Música* Catalunya Música* RTVE	Marc CANALS BUISAN Marta MILLÀ I BRUCH Clara SÁNCHEZ GONZÁLEZ
Sweden	Swedish Radio	Anna-Karin LARSSON
Switzerland	RSI RTS	Valentina BENSI Mitsou CARRÉ
Ukraine	UA:PBC	Oleksandr PIRIYEV
United Kingdom	BBC BBC BBC BBC BBC BBC BBC BBC BBC	Fran ACHESON Edward BLAKEMAN Emma BLOXHAM Simon BROWN Alan DAVEY Philip RAPERPORT Huw ROBINSON Jenny SLATER Ellara WAKELY
Vatican	RV	Marco DI BATTISTA

Switzerland	EBU EBU EBU	Pascale LABRIE Mireia PACAREU FAUQUIER Monica SCHÜTZ
United Kingdom	EBU EBU	Albina BELABIOD Elana SOLOMON
Special guests	IDAGIO Outhere	Till JANCZUKOWICZ Charles ADRIAENSSEN

*EBU Approved Participant