



59th PRIX ITALIA

Minutes
of the
Extraordinary General Assembly of
PRIX ITALIA
12 February 2007 in Rome

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Point 1 (President's Welcome and Opening Remarks)

Prix Italia President Ms Caroline Thompson opened the EGA by welcoming the members present. She also welcomed the Honorary President Jim Graham and Ursula von Zallinger who has given a helping hand to the Secretariat in preparation of the EGA. In a look back to Venice, she expressed her satisfaction about the last event which has meant for PRIX ITALIA a revival on a high professional standard. She congratulated the Director Pier Luigi Malesani for having secured the survival of Prix Italia and expressed her hopes that the festival will continue its revitalization efforts.

Point 2 (Approval of the Minutes of the GA of 30 September 2006 in Venice)

The minutes were unanimously approved.

It was agreed that the following points need a deeper look into matters:

- Ethical Code for Jury Members
- Web-Prize
- Pre-screening of programmes

Point 3 (Secretariat Report)

Venice - A Look Back

Similar to the president, the director, Pier Luigi Malesani expressed his satisfaction about the Venice-event which indeed can be considered a rebirth of Prix Italia and yet there is still a lot to be done. While the competition itself went smoothly, workshops didn't meet his expectations. It will be for the preparatory team to develop new ideas and concepts.

To particularly honour the winner of the 2006- "Presidente della Repubblica-Prize", the director together with Patrizio Rossano went to Belgrade in autumn of last year to hand over the prize during a ceremonial event.

Members

The Secretariat has contacted members who have been absent from the festival for a long time. The idea is to investigate of whether they are willing to carry on. Missing for a long time is Albania but also a number of broadcasters from the African continent (Sénégal, Ivory Coast, etc) have not shown up for a while. It will mean to do quite some scouting to win back old members as well as to look out for new ones.

A number of delegates recommended to establish closer relations with the radio and television unions such as EBU, ABU, ASBU and OTI to promote the festival in the regions as well as look out for new members.

Location

The 2007 Prix Italia will be held in Verona from 23 to 29 September at Palazzo della Gran Guardia which is situated right in the city center. While it is a very attractive building, it will need quite a lot of interior designing-efforts to meet with the needs and expectations of the jurors and participants. A particular problem will be the adjustment of the palazzo's big halls to highest-standard sound-proof listening and viewing facilities.

While the juries will start their work on Sunday 23 September, the activities will be limited to the four last days with the opening being scheduled for Wednesday 26 September.

The president expressed her satisfaction with the choice of the location and is looking forward to go to Verona.

Juries

Following the Prix Italia jury-rotation-calendar, 2007 juries are composed along the list available on the website.

Briefing

As mentioned above, jury-work will begin on Sunday 23 September. It was suggested that the **first briefing should be held on Sunday afternoon** so as to allow jury-members with a short traveling time to fly in during Sunday morning.

Web-Prize

Before introducing the proposals for the 2007 web-prize, the director expressed his disappointment about the fact that up to now the number of entries for the web-prize was still dramatically low. A recommendation was made to include the Web-departments/webmasters in the Prix Italia distribution list to make sure that the web-prize information reaches the right address.

Two proposals offered by the Secretariat, are

- Websites of international festivals, and
- Educational Aspects

The majority of the delegates favoured "Education". In his contribution, **Louis Heinsmann** lined out that the cross-medium approach is the big advantage of the web and as a consequence cultural themes and topics as well as music can easily be linked. **Jorunn Hope** suggested that the prize should be awarded to innovation and new thinking in Education. Also suggested was to organize a master-class on the web-topic. It was agreed that there should be one prize only for overall quality.

It was recommended that details such as a more catchy title and proceedings should be worked out in close cooperation with **Signe Karin Hotvedt** from NRK who is a true expert in the field and was the chairperson of last year's web-jury.

Granarolo Prize

The bad news is that Granarolo will back out from the commitment to award a special prize.

As RAI considers the topic of this Special Prize Communication for Life Highly important, it has decided to continue the _Prize but will adjust the money prize to equal the amount of Prix Italia.

The radio delegates supported the idea of also awarding in the future a Special Prize for radio programmes.

Ethical Code

The following proposal was unanimously approved: Radio, TV and Web jurors should not be directly involved in the programmes submitted to the competition by the Organisation they represent.

Pre-Selection

In order to reduce the workload of the juries, Pier Luigi Malesani suggested that groups of selected students of TV Academies or media universities should look at all entries and make recommendations for the jurors. This concerns particularly the most crowded category „drama“. It does not mean that the students will do a preselection, all they are asked for is to give recommendations.

During the discussion which followed, **Ales Jan** emphasized that he is all against preselection but could live with the students making recommendations. Other delegates pointed out that in parallel to a rising number of members, the number of entries will move up to a point when jurors will not be able to cope with the workload.

It was stated that for the 59th edition the situation is unchanged but a group of students will be invited to co-operate with the juries.

Jim Graham suggested that the participants should be invited to view the short-listed programmes together with the jurors. This will open up the information flow and prepare everybody nicely for the Public Debate

Public Debate

It was agreed that more emphasis should be put on the preparation of the Public Debate which is the core element of the festival. Jurors will share as much information as possible on their deliberations and will give a feedback on their assessments, on trends and interesting features of the festival. It was pointed out that the Public Debate should be considered a workshop for experts in the field. In order for the participants to play a more active role in the Public Debate, they should be briefed well ahead of the event about the options provided for them.

Award Ceremony

With Verona being one of the leading opera festivals, the director is hoping for the Award Ceremony to feature one or more prominent opera singers.

Broadcasting of Winners of RAI

Pier Luigi Malesani proudly reported that as of beginning of this year, RAI is airing each month a Prix Italia-winner. This is quite an achievement as it means to not only to buy the rights but also dubb the programmes into Italian.

Web-Site and Online-Distribution List

Web-Site

Ursula von Zallinger reported that during a 2-day brainstorming with the Secretariat end of January, the decision was taken to redesign the webpage which should become Prix Italia's "window to the world" and its prominent promotion tool whenever it comes to communicate with members and the press. People should not only feel warmly welcome but get as much information all around the festival as possible. Along these lines, RAI-webmasters have developed a new "opening"-page which was introduced at the meeting to everybody's satisfaction. In the meantime all texts were revised and adjusted to the needs of the "new" Prix Italia and are ready to go on the site.

Online-Distribution List

Of similar importance is an updated online-distribution list made up of as many experts in the field, national and international press, "old-hands" and newcomers to Prix Italia. The aim is to build a Prix Italia-community and network and develop a regular updating-system for "whom it may concern". In order to get this off the ground as soon as possible, members have been asked to update their lists and feed-back new names from the drama-, documentary- and performing arts/music departments.

While updating and building a new distribution list is of major importance for the visibility of Prix Italia, Pier Luigi Malesani considers personal talks with key figures of all member organizations of similar relevance. As mentioned earlier in this document, building new relations with all international radio and TV unions such as the EBU, ABU, ASBU and OTI will also help to enhance awareness for the festival. A number of members have offered to help with establishing these contacts.

Bringing one or more EBU-working-groups to Verona as has been a tradition in recent years, will also help in building a bigger platform for the event. Up to now the TV Drama and the Music Group are scheduled to meet in Lucerne. The director will get in touch with EBU's Secretary General to investigate of whether moving from Luserne to Verona would be practicable.

According to Ales Jan, all these efforts need implementation at earliest convenience, in particular in view of PRIX EUROPA's ever growing competition to Prix Italia. Ales Jan also recommends to establish contacts to UNESCO and the Council of Europe.

Technical Standards (Radio)

All members agreed to the technical standards outlined on the attached document.

Membership Fees

The Secretariat announced the membership fees for 2007 which are Euro 1.400,00 (reduced 600,00) for radio, Euro 1.400,00 (reduced 600,00) for TV

and Euro 600,00 (reduced 300,00) for the web. No invoice will be issued, instead the letter will be made available on the website. Fees must be paid by 15 May 2007. The membership fees will entirely be used to pay for the Prix Italia money prizes.

Point 4 (Workshops)

While according to the director, there were too many workshops in Venice, they have however created a productive atmosphere for the overall proceedings. According to proposals from the members, there should be more "professional glitz" not only for the experts in the field but even more so for the press who needs more „flesh to the bones“ for a decent coverage.

Topics were proposed such as

- Quality in TV vs Big Brother et al.
- Programmes which changed the world
- What makes our PSB-profile so unique
- Music in Radio

This needs a lot more brainstorming to come up with a workable concept. It is no question that workshops, master-classes and similar accompanying events are important ingredients to bring back participants to Prix Italia and turn the festival once again into a "must go".