



## SHORT LIST 2007

### TV PERFORMING ARTS, MUSIC AND ART DOCUMENTARIES

This year the jury of the Performing Arts and Music and Art Documentary category found that the number of very good programs was smaller than we hoped.

We would continue to encourage program makers and broadcasters to be more audacious, courageous and innovative. Whether high or low budget it is the idea and the creative vision which is most important.

The following programs are all of excellent quality and are worthy of being on our short list.

### PERFORMING ARTS

#### **Germany            ZDF            ANOTHER**

The oldest drama, a love story, this time told in a prison by means of modern dance. This was a highly expressive piece with excellent casting, tremendous choreography and a strong story. High praise must also be given to the camera work, lighting, soundtrack and editing. The jury found it to be a thought-provoking piece which explored the sensuous capacities of the body in a wonderful way with some extraordinary body movements shot with passion.

#### **Netherlands NPO            CAR-MEN**

A highly innovative and original production which was beautifully shot with television in mind. The production displayed the highest caliber of work in acting, choreography and production technique. It draws from existing works of art like Carmen and Buster Keaton but pulls them together in a poetique and burlesque way creating something very special and completely new. This is a piece that can be watched time and time again and on each occasion the audience will experience something different. This is a refreshing take on an opera and has the ability to engage a wide audience. In this highly visual piece one can really feel the true meaning of love, dreams, disappointment and humour. Great credit must be paid to the entire production team for a strong story, excellent program structure and the very highest technical standard.

#### **United Kingdom    CH4            PETER AND THE WOLF**

This program was entered into the Music and Art Documentaries sub-category. On initial viewing the jury decided that it should be moved into the Performing Arts sub-category.

Classical Music by Prokofiev and groundbreaking animation blended together to produce a program of the highest quality. The plot was perfectly transparent thanks to a very strong storyline which in the jury's opinion produced the perfect dramatic balance between music, sound and silence. Each character, whether human or animal, was perfectly crafted and totally credible. The backdrops were also stunningly detailed and all the creative personnel on this production should be highly commended for such painstaking work to produce this piece that would appeal to audiences of all ages from across the world.

## **TV PERFORMING ARTS / MUSIC AND ART DOCUMENTARIES**

### **Poland                      TVP                      THE MUSIC LESSON**

This is a classic example of how a strong story in an apparently low budget movie can engage an audience in a fresh and honest way. This is an extremely amusing film with a hyperkinetic and gifted, but little disciplined, pianist. The film has a true sense of family, community and place. It conveys a real feeling of passion for music against a backdrop of everyday life. Visually this film is very rough and ready but it is this gritty approach that keeps the viewer wanting more. This portrayal of an everyday jobbing musician is simply brilliant. The producers have clearly demonstrated that they understand the universal value of music which can both enthuse and irritate an audience. From a very personal perspective it grows like a crescendo into a highly enjoyable and humourous exploration of the joy of music!

### **United Kingdom      BBC                      SIMON SCHAMA'S POWER OF ART: PICASSO**

A high quality essay in the classic tradition. Through the expert guidance of Simon Schama and the use of excellent production techniques make this a program that is very easy to watch and one that brings art to the masses. It appeared to the jury that the use of high definition techniques brought new life to a well tried and tested formula. This is a classic piece of public service broadcasting.

### **United Kingdom      ITV                      THE SOUTH BANK SHOW: STEVE REICH**

This very challenging film is a classic portrayal of a missing link in our repertoire covering the forerunner of a very important musical revolution. This film outclasses others in this category through the perfect rhythm of interview, music and voice-over and guides the audience through some very complicated musical structures. The producers have been courageous in their choice of subject matter but have structured the film in such a way that even a non-musical audience could be easily guided through this complex narrative.

Derrick Thomson  
President of the Jury

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## TV DRAMA SERIALS: 26<sup>th</sup> September 2007

- **DENMARK**

**DR**

**PERFORMANCES – (4:6) EV**

At the heart of this episode was a fantastic performance from the lead actress. Pernilla August gave one of the best performances seen by the jury during the week of competition.

A multi layered story using the aesthetics of documentary, theatre and cinema and intertwining them in a skilful and innovative narrative structure, where the play within the episode resonates with the themes of the main story.

The episode faces a challenging issue head on without compromise, the conflict between motherhood and career, the sacrifices occasioned by a devotion to art, and the long term consequences of our choices on our lives.

It's a very natural, authentic piece of drama and a great example of a cinema auteur bringing a high level of craftsmanship to a television drama.

- **JAPAN**

**NHK**

**THE VULTURE – PART ONE: BUY JAPAN OUT!**

A stunning opening sets out the stakes of this story in a bold and visually arresting way. This drama illustrates the heady world of high finance and the banking system, and how decisions taken in boardrooms and offices are made at great personal cost. It's a fascinating dramatisation of value; in financial and human terms. These are difficult and potentially arid principles: finance, capitalism, greed and need, portrayed in a dynamic and engaging way. The actors manage to embody real power and strength, as we are taken inside the belly of the beast where we meet the human face of the corporations that keep the world economy ticking over.

This opening episode manages to plant intriguing questions that compel you to keep watching and hook you in to the series with the promise of reveals, twists and turns still to be plundered from backstory and events to come.

A fabulous score makes full use of different influences, while great direction and energetic editing uses references from Japanese cinema to give this drama an edgy and gripping feel.

- **SPAIN**

**TVE**

**REMEMBER WHEN – NEXT STOP: PERPIGNAN**

What appears to be a light hearted comedy about the good old days initially entices you into a colourful, nostalgia soaked version of 1970s Spain, like being invited to view a family album, giving a vivid sense of a whole community. True to life, rich in characterisation, witty and charming, a mainstream audience can be enticed in so by the time the tone changes we are absolutely engaged by the fortunes of this multi generational family. The narrative uses the journey from Franco's Spain over the border to Perpignan to see some forbidden movies, as a

metaphor for the nature of freedom and repression. Suddenly and surprisingly the episode transforms as the real cost of living under an oppressive dictatorship kicks in due to an unfortunate association between the daughter of the family and an ETA bomber. This piece reminds us of the transitory nature of security at a politically volatile time.

Highly coloured, broadly comic and using super 8 footage to open up a window into this not so distant time, with simple production values but an irresistible cast (with special mention for the wonderful performances of the children) it entertains and educates without ever being didactic or heavy handed.

## **TV DRAMA SERIALS: 27<sup>th</sup> September 2007**

- **FINLAND**  
**YLE**  
**THE LEGEND OF LAKE BODOM**

A stylish cold war film noir shot in black and white. The piece is fiction but set in a country that once existed between east and west. We found this to be a very evocative depiction of the politics of this particular time and place.

It's a brave bold film; a true genre piece but one which circumvents the traditional espionage thriller tropes with unexpected and original flourishes.

Well directed, beautifully lit, framed and edited; a truly cinematic piece with the aesthetic qualities of a fine movie. The murders that impel the story forward are depicted with flair and subtlety and the characters are complex and challenging. Brilliantly cast, there are no stars but the performances are perfectly judged. The music contributes great atmosphere to the compelling and enthralling unfolding of a story that delivers some surprising and welcome moments of dry humour and tender humanity.

- **UK**  
**BBC**  
**SHOOT THE MESSENGER**

This is a fresh, provocative and daring drama that elicited strong feelings in our jury. We felt this dealt with hugely important questions of racism and belonging but transcended its specific subject matter to tell a universal human tale of identity, self esteem and how we judge ourselves and others.

The traditional linear narrative that formed the spine of it span off with dramatic shifts of tone and direction, including some glorious moments of humour and lightness, that confounded our expectations.

Anger, love and hate – the drama switches deftly between these strong and primal emotions to illustrate one mans descent into and out of madness, facing his demons along the way. At its heart is a tour de force performance from David Oyelowo who pulls us through the story, metaphorically but also literally as he frequently talks directly to camera. Though it's a disturbing tale we loved the uplifting positive ending that reflects a message of empowerment not despair.

It's youthful and dynamic in style and treatment with great music, and stylish direction. We feel this must have been a challenge to stage and in the wrong hands the script could have been poorly realised.

Ultimately we found it a profoundly moving story, with layers of complexity and humanity that gave us much to talk about and think about.

- **UK  
CHANNEL 4  
LONGFORD**

The subject matter of this film tackles current and crucial issues of justice, raising questions about civilisation and democracy, and touching upon gender and class too without offering any easy answers. After viewing it our jury had a heated discussion that illustrated the ambiguity, delicacy and skill with which these fundamental questions were handled. Our own responses altered through our viewing of the film as it challenged our preconceptions about forgiveness, guilt, trust and justice.

We loved that it started with a social issue, then became about the dynamic of a relationship. Finally it developed into the deeply personal and spiritual journey of Lord Longford, asking what it means to be a human being searching for the right moral path through life. Our engagement with the flawed and eccentric character of Longford made us ask questions about our own position as we followed him on his disturbing journey with Myra Hindley where we too were seduced and wrong footed by her at various moments. We were also able to witness the feeding frenzy of an aggressive media while retaining our own objectivity.

Longford is also a piece with the highest production values, pitch perfect in areas of costume, make up, design, lighting and with particular mention for the brilliant use of sound. All these elements came together with masterful direction, and extraordinary performances from Jim Broadbent, Lindsay Duncan and Samantha Morton. Andy Serkis deserves a special mention for embodying a visceral, palpable sense of evil as Ian Brady.

It reminded us that at its best, television can be a strongly political medium achieving artistic highs while remaining accessible to a large audience.

Mahnas Rassapur  
President of the Jury

## **TV DOCUMENTARIES**

41 documentaries from 25 countries, from Europe, Canada, Japan and South Korea means that there is a great interest in participating in the Prix Italia.

This year the entries were mainly focused on social, cultural, industrial and environmental issues, both domestic and global. Some of the films were made in an original, innovative way, while others were produced in a classical, traditional manner— sometimes elegant, sometimes slow and a bit old fashioned.

The Jury had difficulties in classifying some documentaries – particularly those involved in social denunciations - because they were at the same time “current” and “cultural”.

## **TV DOCUMENTARIES / Cultural and general interest**

### **THE HEALING**

**DR**

**Denmark**

A road-movie with unusual ingredients, a warm portrait of three young men, two with very serious illnesses but with a great spirit. The trio crosses the United States searching for a cure, but in the end only find themselves. A film produced with consistently high-quality camera and sound work, and an excellent sense of tempo.

### **THE NUN**

**SVT**

**Sweden**

'The Nun' is a complex portrait of a deeply religious Swedish Catholic family, centring on one of the daughters, a young nun in a strict enclosed community. A rich study of the human effect of a radical spiritual commitment, it introduces us to a world we have rarely seen. Filmed over ten years, it is an example of television documentary which goes beyond the immediate and the temporary and shows a deep understanding and respect for its subject and characters, while maintaining an objective point of view. Beautifully composed images are combined with sensitive and challenging interviewing, offering no easy answers at the end of a compelling story.

### **THE HUMAN FOOTPRINT**

**CH4**

**United Kingdom**

The Human Footprint explores the impact that every human being has on the planet in an average lifetime. Using science, statistics and art it succeeds in constructing a new and innovative visual language that constantly keeps the viewer's attention, With a lot of humour, it shows us an original point of view on facts and problems that are already well known, but often ignored. Exploiting famous classical music pieces as an ironic comment, this documentary gives us a humanistic and provocative view of our relationship with our planet and with each other.

## **TV DOCUMENTARIES / Current Affairs**

### **A KILLER BARGAIN**

**DR**

**Denmark**

Solid investigative journalism with a world wide significance. A brave work which researches big companies' way of having goods cheaply produced in India but sold for large profits in European markets. A programme which challenges huge economic interests.

### **CHINA IN A TORRENT: New rich and rural poor**

**NHK**

**Japan**

This film shows the growing difference in wealth between the rich and poor in China. The characters were well-chosen, highlighting the contrast between the wealthy industrialists and the struggling Chinese Mongolian workers. The film makers appear to have gained the trust of the participants, and the interweaving of the two stories was skilfully achieved. The rich came across as unashamed of their extreme wealth, and the migrant workers described their desperate plight in a moving and dignified way.

### **AFRICAN WOMEN, THE HEART OF LIFE**

**TVE**

**Spain**

This programme deals with the situation of women in Kenya, Uganda and Rwanda. It tells the story of African women who, in spite of poverty, AIDS, suppression, hard work and social discrimination show the strength and will to go up against the male dominated societies and fight against injustice.

The programme shows the viewer that women are the hope for the future, that they are a strong resource and that they have the capacity to change their own situation.

African Women – The Heart of Life is an extremely beautifully filmed production.

Marco Guglielmi

President of the Jury

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## **RADIO DOCUMENTARY**

The jury was happy to listen to 29 programmes from 21 countries, with topics including war, the legacy of war, human migration and the care of the disabled.

The Prix Italia is very influential, and is very important for the status of documentary units within radio stations. In our opinion, radio documentaries represent a peak in programme making, but the work of documentary makers is not always valued or praised at an equal level. This is particularly true in Denmark Radio, which plans to extinguish its documentary unit by the end of the year.

The jury was not satisfied with the overall quality of the presented programmes, and we believe that broadcasters have not found the right way of selecting documentaries to represent them in this competition.

Knowing how important the Prix Italia is, especially for programme makers, we would like broadcasters to make an effort in selecting programmes for this occasion. The Prix Italia remains highly influential among programme-makers in Europe and beyond – and it has to maintain this status.

### **Childhood Trains    CBC Canada**

This programme's mood is captivating from the start, with genuine immediacy, and it combines memories on life on the railways with a writer's reflections on her father who disappeared from her life.

Childhood Trains is a piece about fate, decision and missed opportunity, and the trains provide a metaphor throughout: can a choice change the direction of your life, just as you can change trains? The theme of parents who reject their children is also strong.

The clatter, rattles and whistles of steam engines create a soundscape which is very effective, as is the use of poetry, which is spoken in a natural way, so that it sounds touching rather than artificial.

This programme takes the listener on a journey and succeeds in depicting many lives in a short time.

### **The Hunt for the Missing Hypnotist    DR Denmark**

This is a radio game at its finest, and offers a new way of presenting history, as the presenter undergoes hypnosis in order to discover more about a 19<sup>th</sup> century Danish hypnotist whose work inspired Sigmund Freud.

The Hunt for the Missing Hypnotist seduces the listener, with a real sense of mystery. The background sounds and music are employed with a real lightness of touch, drawing the listener into a new world.

The contributions from the expert on the history of hypnotism are very well used within the programme.

Hypnotism proves perfect for radio – and this technique is certain to generate dialogue and debate after the programme.

### **The Bomb in Baghdad    DR   Denmark**

This programme offers a new perspective on both war and personal loss.

Danish UN diplomat Henrik Kolstrup was badly injured in a bomb attack in Baghdad, and the listener follows him as he takes the slow road to recovery, aided by his wife.

Understatement is at the heart of this programme, and there is a powerful sense of suppressed emotions.

The use of language is very fine throughout, as is a sense of the dignity of human nature. Despite the obvious sense of loss, Mr Kolstrup is not defeated by circumstances.

The programme is well-paced, with immaculate technical quality. Here is a universal story about a man who wants to change the world, and a woman who feels she must protect him, conveyed with emotional subtlety.

### **Don't Hang Up    BBC   United Kingdom**

This programme offers a very contemporary view of life as heard via telephone boxes around the world, as the presenter dials numbers at random, and speaks to whoever happens to pick up the receiver.

Don't Hang Up is both very entertaining and yet has real depth.

The use of music is very sophisticated and finely judged, and the programme as a whole is very cleverly put together.

The presenter proves a brilliant host – sensitive and curious.

The choice of the characters (who have chosen to answer the phone) is very strong, and they become reporters, offering a powerful and genuine sense of life on the street.

Signed Ljubo Puzin, Croatian Radio,

President of the Radio Documentary Jury

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## RADIO MUSIC

The jury consisting of seven members from Australia, Canada, Ireland, Norway, Slovakia, Slovenia, and South Korea, considered 21 works in two categories: Composed work (10); and Work on music (11).

We found the quality in the Composed Work category to be higher than that in the Work on Music category. Many of the works on music had interesting and inventive subjects but did not creatively use the radio medium and, in some cases, the musical experience was insubstantial. Duration was an issue in both categories. We felt that many programmes lost impact by being too long.

We established the following sub-criteria:

Specific radio quality

- Best suited for Radio

Innovation and creativity

- Contribution to the medium itself
- Content
- Form

Quality

- Sound
  - Recording
  - Mixing
  - Editing
- Text/writing
- Presentation
- Form/structure
- Communication

## RADIO MUSIC / Composed Work:

Several of the works were particularly inventive in finding forms suited to radio and to their distinctive musical and extra-musical ideas. We decided that the Polish entry *In Principio* did not meet the criteria for Composed Work since it is a recorded concert performance and therefore not better suited to radio than any other medium. (Prix Italia statutes Article 7)

The three programmes short-listed in this category are, in alphabetical order of the countries:

**ABC Australia**

***Elegy in a Country Graveyard.***

This is a very moving musical composition using spoken word and music and location sounds in a multi layered texture. The atmosphere of the graveyard, and the local feelings it inspires are extremely well conveyed. It brings the idea of requiem into a radiophonic form.

**SRF France**

***The Bark and the Core.***

This is a very rich and colourful tapestry of sound, poetry and music of many epochs, traditions and cultures. The material is dense and varied but always communicates to the listener by a strong structure and effective mixing. The French text is powerfully used as word, meaning, sound and percussion. It provides a compelling radio soundscape.

**SBC/RTS Serbia**

***Toast to Radio.***

A celebration of a century of radio, based on a collection of radio station jingles around Europe (both present day and archival). Old recordings give a sense of history underlining the celebration with famous opera arias, particularly Verdi's Brindisi. Jazz solos and improvisation are important elements in the virtuosic live mix and the overall mood is upbeat, humorous and joyful.

**Special Mention is given to the following work.**

**NPO Netherlands**

***For Four***

This work made an impression by its very original and imaginative collaborative process, fully explored within a tight structure. It challenges the listener.

## **RADIO MUSIC / Work on Music:**

A number of the works on music were interesting for their choice of subject, but frequently made limited use of the possibilities of radio. The three programmes short-listed in this category all made convincing use of music and recording content to tell their stories and to create strong and appropriate atmospheres for their subjects. They are, in alphabetical order of the countries:

### **ORF, Austria**

#### ***Lady Day***

This programme is well researched and uses strong original archive material to bring a critical eye to a very familiar subject. The creative script structure tells a biography in tight, edited collections of archival and new interviews, avoiding obvious chronological order. The challenge of presenting large amounts of second-language material is generally well-handled, though sometimes strained. The choice of songs and song-versions is very effective and there is a nice use of different sound effects and recording textures to make structure and to vary the pace.

### **HRT Croatia**

#### ***Dear Stanko***

This is a musical portrait of the composer Stanko Horvat. It uses an original structure and creative editing of diverse interviews and music to create a living memorial to this Croatian composer. The overall impact is very moving and encourages the listener's interest in his music.

### **SR Sweden**

#### ***Behind The Silence***

This programme is about music, space and silence, and the relation between them. The rhythm and pace of the programme are beautifully controlled throughout, providing a meditative experience. The two interviews give a deep insight into the musical inspiration for two very different musicians that share a common pursuit of the spaces necessary to allow music to evolve. The choice of music and balance of musical recordings with voices and location sound is exceptional, creating a special listening experience.

### **Veronika Brvar (President of the Jury)**

## RADIO DRAMA

Diana Belin – NRCC  
Edwin Brys - VRT  
Idalberto Fei - RAI  
Francesca Giorzi – SRG SSR/RTSI  
Peter Klein - ORF  
Leo Knikman - NPO  
Cezarina Udrescu - ROR  
Martin Velisek - CR  
Jasenka Selimovic - SR

Radio Drama jury has considered 28 productions, 11 in category “adapted drama” and 17 in category “original drama”. The jury has considered these productions according to the general criteria of Prix Italia: quality, innovation and creativity.

### **General comments:**

Following general comments are jury’s opinion of the trends and indications that competition has offered:

- The jury found the overall quality of the productions entered Prix Italia 2007 satisfying. Though it has been noticed that financial situation and the budget restrictions of the radio drama departments and broadcasting public service organisations has its consequences on quality, notable on the some productions that entered Prix Italia 2007. The jury would therefore like to strongly point out the negative consequences of that development and the need of public and governmental support for public service broadcasters. It is our belief that development towards poor quality of public service radio will be in no one’s interest.
- The jury found satisfying the relative variety of the themes and issues the productions offered and would like to further encourage developments towards actual topics and contemporary issues. Radio drama is clearly trying to establish itself as a modern form and medium but the global world needs even stronger attempts to deal with the common issues and enormous diversity of topics.
- The jury would also like to encourage attempts to liberate radio drama from its fixed and often isolated, traditional slots and forms. New ways of producing radio drama, as well as attempts to reach outside the traditional forms are strongly welcomed by the jury. It is our conviction that radio drama has a window of opportunity when combined with other forms of producing radio, like documentaries, music, talk shows, live programs etc. The jury is convinced that this opportunity to develop radio drama in the very interesting ways should be taken in the today’s post-modern world with it’s merging of horizons of reality and fiction.
- The jury is of the opinion that the productions that entered Prix Italia 2007 had not satisfying quality of acting in many productions. Traditional acting with it’s roots in past

- The jury has also noticed tendencies to technically overdone the productions. The opportunities possible with the help of new technique have sometimes been misused. As we already pointed out, we would like to encourage the radio drama producers to use new opportunities and possibilities but at the same time endure in belief that the technical possibilities of the one production can never outpace its meaning: telling the story.
- At the end, the jury would like to express it's thanks to both producers and organisations that entered Prix Italia as well as to host of the competition, RAI. It's is jury's opinion that such competitions can help to point out the quality of the both commercial and public service producers and help getting necessary recognitions of the work done in the these organisations.

### **Short list of productions in the category “adapted drama”**

The jury has decided to make the short list of the productions that entered Prix Italia in the category “adapted drama”, according to the rules of Prix Italia. Following productions are considered for winning the Prix Italia:  
(in alphabetical order of countries)

## **RADIO DRAMA / ADAPTED DRAMA**

### **1) Town of Evening Calm – NHK, Japan**

for it's deeply touching dealing with the questions of guilt and reconciliation, war and it's consequences

### **2) A King Listens – SR, Sweden**

for it's wonderful radiophone world, that use radio drama opportunities to tease listener on the inner trip to ourselves

### **3) Metropolis – BBC, United Kingdom**

for it's brilliantly dramaturgy and sound design that makes listener doubt every reality, even the most obvious one, while listening to the wonderful piece of radio art

The jury would also like to give special mention to following productions in the category “adapted drama”:

Black monk, HRT, Croatia

for the complex sound design and original use of music

Immer dain, Tuissimus – A Chapter from “Dream”, ARD, Germany

for its rich, interesting and complex storytelling

Balzak and the Little Chinese Seamstress, SR, Slovak Republic  
for the necessity and importance of the subject seen in today's light

### **Short list of productions in the category “original drama”**

The jury has decided to make the short list of the productions that entered Prix Italia in the category “original drama”, according to the rules of Prix Italia. Following productions are considered for winning the Prix Italia:  
(in alphabetical order of countries)

## **RADIO DRAMA / ORIGINAL DRAMA:**

### **1) Hyper – SRF, France**

For its freshness, honesty and joy that makes listener sing while listening to a drama of the contemporary world described in a best personal way

### **2) Room With the View, PR, Poland**

For its possibility to describe important historical events through personal story on the “small people” level, and at the same time remind us of importance of details in the world of drama

### **3) The Incomplete Recorded Tapes of the Dead Body, BBC, United Kingdom**

For its original way of dealing with radio drama forms while telling the important and cruel story of necessity of love and multiculturalisms failure that questions both rationalism and art, in a rich drama possible to interpret in different ways on the different levels.

The jury would also like to give special mention to following productions in the category “original drama”:  
(in the alphabetical order of countries)

Angel & Priest, ABC, Australia  
for the excellent quality of sound design, directing and acting

Sun is Dangerous, YLE, Finland  
for the wonderful sound design of the highest quality

Stage for Life, NHK, Japan  
for the highest level of storytelling not afraid of the complicated stories and complex issues

On the Wolves – Chechen Photo Album in Sound, NPO, Netherlands  
for the excellent sound design and the necessity of this important drama

**Jasenko Selimovic**  
**President of the Jury**

## WEB JURY

Education was the theme of this year's web competition ("with an educational purpose"). There were ten entrants of which seven did not have an English version. This did not pose a problem as the jury consisted of media professionals from 6 countries.

The process started with a discussion of the various definitions of the given topic. The concept of education was considered to range from a traditional, formal scholastic approach to an interactive learning experience that develops a student's knowledge. The ten entries all had their own unique approach to the learning experience.

When we were confident with our understanding of the subject area we started to define the criteria for judging the websites. This resulted in a clarification of a number of key desirable characteristics:

- How well the objectives of the site were met
- How the site is presented: quality of content, ease of use, innovation, aesthetics
- How well the site meets the criteria of education
- Public service use of money

Each website was then studied in detail. Firstly individually and then in a group environment where one juror presented their view on a single site's strengths and weaknesses to the others to provoke debate. Five sites were eliminated when they failed to match the key criteria, which were:

1. Quality of content
  - a. Depth and breadth
  - b. Credibility
  - c. Up to date
2. Usability
  - a. How easy it is for the user to find content and navigate around the site
  - b. Viewing on other browsers
  - c. Accessibility use of proprietary technology and plug ins
3. Innovation
  - a. Use of cutting edge technologies including Web2.0 [user generated content, mash-ups, tag clouds]
  - b. Originality - lack of competition from public or commercial sector
4. Design
  - a. Aesthetics of presentation
  - b. Appropriate for audience and content
5. Education
  - a. Educational value of site
  - b. How the site improves the quality of the user's life
6. Public service
  - a. Effective use of public money to deliver content to audiences under served by broadcast media
  - b. Social value

To produce a shortlist of three we studied the entries in more detail. We tested functionality, created user accounts, uploaded material and checked accessibility from different browsers.

We also discussed the relative importance of each of the criteria. This resulted in our choice of the following three websites:

**Finland**                      **YLE**  
**Digikuva**                      [www.yle.fi/digikuva](http://www.yle.fi/digikuva)

This is an interactive course teaching digital photography skills including taking and editing digital photos. The course is aimed at entry level photographers, anyone who has recently bought a digital camera.

Camera functions can be studied with the help of a camera simulator, videos and quiz questions. The art of taking good pictures is taught by a master photographer on video and in interactive tasks. Users can also learn about image processing with an online photo editor.

The approach is to learn through interaction and discovery rather than conventional teaching. There is also a competition for user submitted photos.

The jury was impressed with:

- interactive learning tools for capturing and editing images, quizzes and games
- the user generated content
- the high quality of the video tutorials
- usability and accessibility for beginners
- stand alone product, not depending on a TV program

**Japan**                      **NHK**  
**Incan, Mayan and Aztec Worlds: The Secret Civilizations**  
[www.nhk.or.jp/inca-maya-aztec/en/index.html](http://www.nhk.or.jp/inca-maya-aztec/en/index.html)

This website introduces the user to the Incan, Mayan and Aztec civilizations.

The jury was impressed with:

- Standard of design
- Quality of still images and video
- Depth and breadth of content
- Use of innovative technology – Google map mash-up
- Comparison with Japanese and European contemporary cultures through interactive timelines and analysis
- Usability – different options to access content
- Public service - collaboration with museum exhibition and university
- 2 languages

**Netherlands NPO**  
**Teleblik**  
**www.teleblik.nl**

Teleblik is an audiovisual website aimed at the Dutch primary, secondary and vocational education. Teleblik makes the archive of Dutch public broadcasters.

The content is selected and described by the Teleblik staff, which consists of educational specialists. It includes 12,000 television programmes, movies, newsreels, amateur footage, commercials and political advertisements. Unique to Teleblik is the cutting tool, which allows the students and teachers to cut and save their own AV clip for further use in presentations, websites and study material.

The jury was impressed with:

- Rights management to allow opening up archives
- Depth and breadth of content
- Personalisation of content [ability to edit material]
- Public service educational value
- Usability - Accessibility of material

**Signe Karin Hotvedt**  
**President**

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## **SPECIAL PRIZE ( Communication for Life)**

First of all let me introduce my splendid jury which was made up of:

Paolo Longo, RAI correspondent in Beijing

Paolo Sannella, former Italian ambassador to several African countries

Richard Hooper, former deputy chairman of the UK regulator Ofcom

Mohamed Aden, former minister of culture in Somalia

And I am Ursula von Zallinger, former secretary general of Prix Jeunesse

## **REPORT**

### **Criteria**

Let me start my report by telling you what the Special Prize is about:

The theme is "Communication for Life" which means that we are looking for quality TV programmes dealing with economic, social, political and cultural realities in emergency situations in a perspective of sustainable development.

## **Genres**

We have been watching an interesting mix of genres ranging from magazine and current affairs programmes to documentaries and drama and high-budget prime time productions. We have seen some outstanding programmes which sadly are only transmitted outside prime-time.

## **Quality**

As we are in the land of good wines, I am happy to report that this year's vintage for the Special Prize has been very good. But quite a number of programmes, including some of top quality, did not fit the criteria.

## **Themes**

The themes range across immigration, war, AIDs and disease, the condition and role of women in critical situations. We have been sitting in a dark room downstairs visiting a dark world that is easily forgotten by us in this room.. There has not been much humour over the past days.

## **Statistics**

In all we have examined 37 programmes of which 32 were documentaries, 2 were dramas and 3 were docu-dramas. 16 countries submitted programmes to the Special Prize.

## **Jury process**

As for our jury process, we did a first short list of 12 programmes and after detailed discussions worked ourselves down to a shortlist of 3 which we would like to present to you now: We will decide on the winner after the end of this public debate.

## **ABC Colombia - Arte France – France**

The documentary is called ABC Colombia, you can find information about it on page 356 of the catalogue. This is a one man, or better one woman show - direction, sound, photography, script and probably first funding are all from Enrica Colusso, broadcast ten days ago by Arte France.

ABC Colombia is a funky, daring, sometimes funny with a bitter after-taste story about a small community up in the mountains of Colombia, an area controlled by paramilitaries and host to extensive coca fields. A place, says the teacher in the film, that is not a joke, life is difficult here. The documentary follows two students, one 7 and one 17 through the entire school year and the choices and troubles of kids in a difficult environment.

A very low budget documentary rich in ideas and heart.

The jury had some problem about the final message of ABC Colombia. The kids speak about drugs, war and death with detachment, bordering on cynicism but overall we think this documentary is important and strong.

## **Paper Can't Wrap Hot Ashes – FR3 – France**

The documentary is called Paper Can't Wrap Hot Ashes, page 358 in the book, directed by Rithy Panh, produced by CDP for France 3.

This is about the terrible situation of young, beautiful but exploited girls in Phnom Penh, Cambodia, in the aftermath of the tragedy of the civil war and the Pol Pot dictatorship. It is a strong message for all women anywhere in the world reduced to physical and spiritual misery, being forced to earn their money from prostitution. It should also be a strong message for the men of the world. It is beautifully directed and shot. It shows the solidarity amongst the girls despite the miserable conditions. The girls speak openly and movingly about their harsh lives. The film goes straight to the mind - and to the heart.

### **The Big Screen Rises From the Dust: Watching the World Cup in Mozambique – RAI – Italy**

The Big Screen Rises From the Dust: Watching the World Cup in Mozambique. Page 371 in the book. Directed & written by Federica Cellini. A documentary from RAI Educational.

The programme opens with children playing on a beach in Mozambique. A child blows up a condom – a preservativa – like a balloon. He ties it and with the help of his friends covers it with rags and string, to make a football - and the beach football match begins. This powerful, funny, uplifting film is “communication for life”. It follows an Italian health education team who use the opportunity of the World Cup televised worldwide to spread AIDS awareness amongst the population of the country. They erect a big television screen and people come from all over surrounding villages to see live television - many of them for the first time. The film takes us on a journey through the joy and tragedy of Mozambique ravaged by poverty, AIDS and mines left over from the past war. As the film says ironically “More condoms are used for playing football than for having sex.”

**Ms Ursula Von Zallinger**  
**President of the Jury**

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## **SIGNIS SPECIAL PRIZE**

Denmark– DR  
*THE HEALING*

France – ARTE FRANCE  
*A WORKING MOM*

Japan – NHK  
*CHINA IN A TORRENT: NEW RICH AND RURAL POOR*

**A mention for**

**The Nun /SVT**

**For the oral presentation :**

SIGNIS est une association non gouvernementale qui compte des membres dans 140 pays du monde. Comme "association catholique mondiale pour la communication", elle regroupe des professionnels de radio, télévision, cinéma, vidéo, éducation aux médias, internet et nouvelles technologies. Grâce au réseau SIGNIS les film primés ont la possibilité d'être connus dans le monde entier.

La jurys SIGNIS pour le PRIX ITALIA 2007 est composée par :

Agnes Ravoyard (France) Présidente

Michele Serra (Italie)

Dermod Mckarthy (Irlande)

Fabrizio Colombo (Italie)

Avant tout nous voudrions exprimer notre satisfaction pour les différentes productions que nous avons examinées durant ces jours. Pour une organisation multiculturelle comme la notre, c'est encourageant de voir le caractère universel des contenus, l'ouverture mondiale de cette compétition et le haut niveau artistique des films choisis par notre jury.

Pour cette raison, notre jury a regardé les œuvres puisées dans la vie concrète, dans le theatre du monde.

Avec difficulté, nous avons choisi les gagnants selon des critères qui sont propres à notre organisation. Pour le jury Signis, il était fondamental que ces œuvres fassent la promotion de la dignité humaine, et qu'elles portent des valeurs essentielles comme la justice, la paix et la solidarité avec les pauvres. Nous voulions que notre choix reflète aussi les témoignages de ceux ou celles qui, par leur vie et leur spiritualité, cherchent à transformer positivement ce monde dans lequel nous vivons.