



Ladies and Gentlemen,

**Welcome to the Erasmus EuroMedia Awards 2008 Ceremony in Vienna!**

The European Society for Education and Communication (ESEC) is very happy to host this Award Ceremony for the third time in cooperation with the Press and Information Service City of Vienna (PID) – this year here in the Town Hall of the city of Vienna, in a region that is aware of its European mission, especially when regarding the bridging position between East/South and North/West.

The European Society for Education and Communication (ESEC) awards the Erasmus EuroMedia Prices for outstanding productions and programmes in the sector of media dealing with European images and values for society building, for European identity building, and for European media culture). Since 1995 the Erasmus EuroMedia Awards have been given to a considerable amount of producers with high profile for their outstanding media oeuvres interpreting Europe. The last years Erasmus EuroMedia Grand Award went to Christine Reeh, Lisbon for her documentary "Waiting for Europe".

**This year 58 applications from 15 countries out of than 250 submissions (together with EduMedia Award Berlin 2008) have been nominated with a Seal for the awards.** 15 productions, each of one of the countries will receive the **EEMA Country Medal**. The Erasmus EuroMedia Awards 2008 are endowed with 9.000 EUR in total. This sum will be distributed among the winners of the Erasmus EuroMedia Award. The EEMA Grand Award is endowed with € 3.000, the EEMA Special Awards with 3 x 1.000 and the EEMA Sponsorship Awards with 3x1.000.

**The winners will be announced, presented and lauded during this ceremony.**

**The Country Focus 2008** is dedicated to the **Czech Republic** in respect to 40 years anniversary of the so called "Prague Spring"

Education in and education for Europe is a challenge, which is crucial for the development of a common European consciousness. The development of media literacy (media competence) is in that context one of the most important goals regarding the fact that most of the people experiences Europe just through media. The path to an integrated cultural space of Europe is long. The Erasmus EuroMedia Awards 2008 and the **ESEC Symposium „Media for Europe“ ( 17.00 – 19.00 Embassy of Czech Republic)** are our contributions to that aim. You and have done your contribution through the media production, which gained the Erasmus EuroMedia Seal or even was awarded by one of the Erasmus EuroMedia Awards.

Many thanks to all participants in the Erasmus EuroMedia Award contest for their contributions, their engagement and all efforts!

o. Univ. Prof. Dr. Thomas A. Bauer, 1<sup>st</sup> ESEC President,

Vienna, October 10th, 2008



# Erasmus EuroMedia Awards 2008

October 10<sup>th</sup>, 2008

Stadtsenatssitzungssaal City Hall Vienna

Registration starts at 9.00am



**Vienna, Town Hall:  
Rathaus, Stiege1  
Stadtsenatssitzungssaal  
10.00am – 1.00pm**

Ceremony starts at 10.00  
Music: Uli Lettermann  
Moderation: Bea von Hoff  
10.00

**10.00:**  
**Welcome and Opening**  
Univ. Prof. Dr. Thomas A. Bauer  
First Chairman of ESEC

**Greeting**  
Jürgen Wutzlhofer  
City Councillor of Vienna

\*\*\*

**Certification of the  
Erasmus EuroMedia Seal of Approval  
Holders**  
**Medal Award per country:**  
**Winner of the Country Medal**

\*\*\*

**Keynote Speech "Communicating  
European Citizenship. A Task for the  
Media?"**  
Univ. Prof. Dr. Hannes Haas  
Head of the Department of Communication,  
University of Vienna

\*\*\*

**Announcement**  
**Winners of the Erasmus EuroMedia  
Awards**  
Music: Uli Lettermann  
\*\*\*

**ca 11.45:**  
**Awarding**  
**Winner of the Erasmus EuroMedia Grand  
Award 2008:**  
**presentation and laudation**  
**statement of the winner/ winner team**

\*\*\*

**Awarding**  
**Winners of the Erasmus EuroMedia  
Special Awards 2008**  
**presentation and laudations**  
**statements of the winners**  
- Education & Ethics  
- Discourse & Politics  
- Technology & Design

\*\*\*

**Awarding**  
**Winners of the Erasmus EuroMedia  
Sponsorship Awards 2008**  
**presentation and laudations**  
**statements of winners**

**Presentation**  
**Country Focus Czech Republic**

\*\*\*

**ca 13.00:**  
**Concluding Words**  
Univ. Prof. DDr. Gerhard E. Ortner  
Second Chairman of ESEC Vienna

---

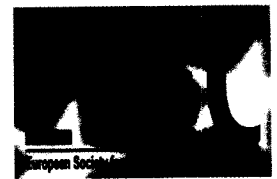
Lunch Steinsaal





# Erasmus EuroMedia Awards 2008

October 10<sup>th</sup>, 2008  
Embassy of Czech Republic



Penzingerstraße 11/13, 1140 Wien

---

5.00pm – 7.00pm

## ESEC Forum 2008: Media for Europe

### Introduction

Univ. Prof. DDr. Gerhard E. Ortner  
2<sup>nd</sup> President of ESEC Vienna

\*\*\*

### Presentation

#### Country Focus

### Presentation and Discussion

#### Special Award Winners

### Presentation and Discussion

#### Sponsorship Award Winners

### Presentation and Discussion

#### Grand Award Winner

\*\*\*

### Summary and closing words

Univ. Prof. Dr. Thomas A. Bauer  
1<sup>st</sup> President of ESEC

## Location:

To go there by public means of transport take the metro U4 to **Schönbrunn** or Tramway 52 or 58 from Westbhf to **Penzingerstrasse**, 100 meters strait ahead you find **Penzingerstr. Nr. 13. Main door of the Embassy.**

7.00pm – 10.00pm

## Erasmus EuroMedia Awards Evening Reception 2008

### Welcome

Dr. Jan Koukal  
Ambassador of Czech Republic in Austria

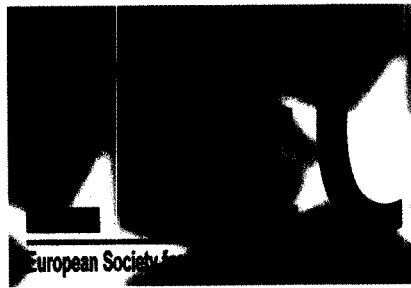
### Greeting on behalf of the City of Vienna

Mrs. Sybille Straubinger, MA  
City Councillor of Vienna

### Address on behalf of ESEC

Univ. Prof. Dr. Thomas A. Bauer  
1<sup>st</sup> President of ESEC





**ERASMUS EUROMEDIA AWARD 2008 , Vienna October 10, 2008**

**Hannes Haas**

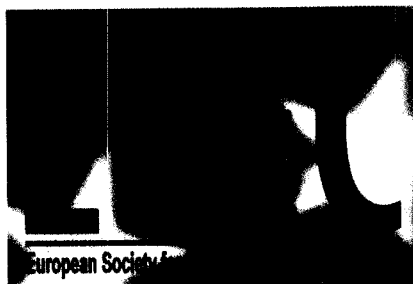
**Communicating European Citizenship – A task for the media?**

The EU introduced Citizenship first by the Treaty of Maastricht and extended it by the Treaty of Amsterdam. The last mentioned treaty states in Article 8 (1): “1. Citizenship of the Union is hereby established. Every person holding the nationality of a Member State shall be a citizen of the Union. Citizenship of the Union shall complement and not replace national citizenship.”

Traditionally the term citizenship has been defined along the nation states' borders. The European citizens are holder of rights and duties which are well established by the European treaties. The biggest challenge for the concept of European Citizenship is to think citizenship not as characteristic of identity but as place of difference and diversity. From this one can infer that the nation based concept of identity can not be transferred to the European level. And any effort to define the meaning of European citizenship needs to include the concept of diversity.

Citizenship involves three dimensions: namely political, civil and social citizenship. Recently social science has added a fourth dimension: “cultural citizenship”. The concept of cultural citizenship enables to grasp the importance mass media have nowadays for the constitution of citizenship. Citizens participation in decision-making-processes nowadays is above all conducted through mass media.

The role of the mass media is to communicate these four dimensions of citizenship. But it would be a mistake and show a peculiar idea of a democratic public sphere if the main responsibility for the emergence of a European Citizenship or Identity is delegated to the mass media. Because: if there is a European idea, then it is an idea about cultural diversity, about a “Europe of the Regions”, about local communities, about the many small cultural and educational initiatives, about a participating civil society. Diversity is the chance. This is why European Citizens need the reports in the established mass media but also in the local, the regional or community and alternative media. The reports out of Brussels, Luxembourg and Strasbourg are important but they are not enough.



## **THE ERASMUS EUROMEDIA AWARD SYSTEM & AWARD CRITERIA**

### **SEALS (rating)**

All submissions that pass the examination of the international jury fulfilling the criteria of quality, get the SEAL as a certification for the nomination for one of the Erasmus EuroMedia Awards. 2008: From 250 submissions (together with EduMedia Awards Berlin 2008) 58 are nominated.

### **The criteria of quality:**

Theme, topic and discourse dimension:

analytical, reflexive and sophisticated contribution to the European discourse, its identity and its future in regard to its history and its present problems

Educational dimension:

The educational ambition: the way how the media (production, program) is done in order to nourish the public function of media to build knowledge, to develop the critical but knowledge based understanding of Europe and challenge the media discourse

Media aesthetical dimension:

The technical and aesthetical ambition as a means of transmission and meeting the interest of people and in same time challenging their media literacy.

### **The awards are (ranking)**

#### **COUNTRY MEDAL**

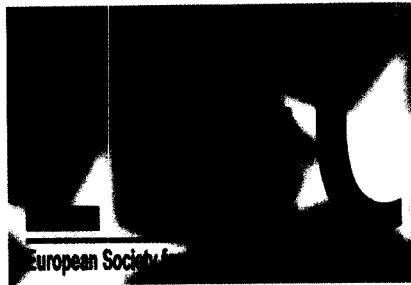
goes to the best interpretation of the three dimensions among all applications coming from one country. The Medal awards a remarkable pragmatic outfit, a sophisticated structure of the content and/or the thematic and educational performance

Grand Award (The best and outstanding application among all certified applications)

Special awards (thematic focus, educational focus, political focus)

Sponsorship Awards (media production pointing out a featuring a controversial topic)

**Advise for winners: The Erasmus EuroMedia Seal and Medal, also all other EEMA awards can be found as an electronic icon on the cd handed over together with the certificate and may be used as a mark and logo on the awarded media and on all materials and activities related to the awarded media product.**



### **The GRAND AWARD (1 à € 3000)**

goes to that production that meets comparatively to all seals and medals from all European countries all criteria of the jury at its top and in a way that makes the production unique and most attractive among all others

### **The SPECIAL AWARDS: (3 à € 1000)**

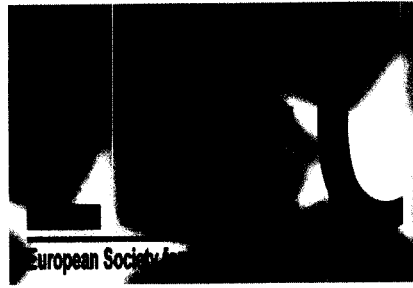
Dedicated to applications that fulfil three special categories:

- **the thematic focus:** productions dealing with a topic that has a special meaning for a sustainable understanding of Europe: honesty, truth, authenticity and credibility, also discursive and dialectic/dialogical concepts
- **the educational focus:** productions that are especially ambitious with knowledge based interpretation of Europe in order to build a critically constructive understanding of it
- **the aesthetic focus:** production that convince with media-aesthetical appearance and thus deliver an image of the rich aesthetical cultures of Europe

### **The SPONSORSHIP AWARDS: ( 3 à € 1000)**

Dedicated to applications that attract special attention

- to a delicate or somehow difficult topic that demands a sensitive approach
- by the way how it is done: creative, exceptional, provocative, controversial
- for special situation and/or conditions of media work / European discourse.



**The international ESEC Jury:  
(Members of the European Society for Education and Communication):**

- Thomas A. **Bauer**, Dr. Univ. Prof., 1st ESEC President, Department of Communication, Faculty of Social Science University of Vienna, Austria
- José Benito **Iranzo**, Dr. Prof., Department of Communication, University of Malaga, Spain
- Dimitris **Charalambis**, Dr. Univ. Prof., Department of Media and Communication, University Athen, Greece
- Joan **Hemels**, Dr. Univ. Prof., Faculty of Communication, University of Amsterdam, Netherlands
- Marko **Ivanisin**, Dr. Univ. Ass. Faculty of Electric Engineering / Department of Journalism, University of Maribor, Slovenia
- Tarik **Jusic**, Dr., Program Consultant MediaCentar Sarajevo, Bosnia-Herzegovina
- Ceyhan **Kandemir**, Dr. Ass. Prof., Faculty of Communication, Istanbul University, Turkey
- Barbara **Köpplova**, Dr. Univ. Doc., Department of Mass Communication, Charles University Prague, Czech Republic
- Stjepan **Malovic**, Dr. Univ. Prof., ICEJ Zagreb / Department for Communication, University of Dubrovnik, Croatia
- Bernd **Mikuszeit**, Dr., Institute for Education and Media, Berlin, Germany
- Gerhard E. **Ortner**, DDr. Univ. Prof., 2nd ESEC President, Distant University Hagen, Germany