



who are you?

Exploring Identity & Relationships
in Irish Broadcast Media

BCI, 2-5 Warrington Place, Dublin 2 T. 01 644 1200 F. 01 644 1299 E: info@bci.ie



Broadcasting Commission of Ireland
Coimisiún Craolacháin na hÉireann

Conference Theme: who are you?

Exploring Identity & Relationships in Irish Broadcast Media



Media in Ireland and internationally is constantly evolving. A key consideration for practitioners is to deliver output which resonates with viewers and listeners and continually captures their interest.

At the same time the broadcasting environment presents additional challenges with the advent of new services, new technologies and a new regulatory regime. These changing dynamics give rise to a number of questions regarding broadcaster, regulator and audience identity and the unique sets of relationships between these groups.

This year, the BCI National Conference will focus on the themes of identity and relationships, from a variety of different standpoints. It will look at emerging trends in social research; the creation of 'brand' in the commercial market, digital delivery of content, community broadcasting in an international context and the impact of funding on programming in Ireland. The conference will also examine the Broadcasting Authority of Ireland legislation and explore its impact on all areas of the broadcasting sector.

Broadcasting Commission of Ireland National Broadcasting Conference

8th-9th November 2006
Conrad Hotel, Earlsfort Terrace, Dublin 2

Wednesday Evening November 8th

18.30-19.30 Registration & Reception

19.30 Conference Dinner

After dinner speaker:
Identity & Relationships in
a Changing Media Environment
Lord David Puttnam of Queensgate, C.B.E.,
President of Unicef U.K.

Thursday November 9th

9.00-9.30 Registration

Session One

9.30-9.40 Welcome Address: Mr. John Bowman
Conference Chairperson

9.40-10.00 Conference Address: BCI - Serving Viewers & Listeners?
Mr. Conor J. Maguire, Chairperson, BCI

10.00-10.20 Ministerial Address
Minister for Communications, Marine and Natural Resources
Mr. Noel Dempsey, T.D.

10.20-11.10 *Broadcasting and the Internet: Emerging Themes of Social Research*
Professor William H. Dutton, Director, Oxford Internet Institute

11.10-11.30 Tea & Coffee

Session Two

11.30-12.30 Parallel Plenary Sessions

a) *Don't Predict the Future - Create it*
Mr. Derrick Wilkie, Radio 100 FM, Denmark

b) *Community Broadcasting: International Trends and Future Challenges*
Dr. Ellie Rennie, ARC Centre of Excellence for Creative Industries and Innovation, Australia

c) *Everywhere You Go: Comparative Analysis of DAB, DVB-H and Third Generation Mobile from a content and technology perspective*
Eoghan O'Sullivan, Marketing and Communications Executive
DVB Project Office
Mr. Mike Brooks, Arqiva
Mr. John Naughten, Head of Regulatory Affairs, 3

12.30-1.45 Lunch

Session Three

1.45-2.45 *Sound & Vision - Funding Diversity in Broadcasting?*
Mr. Diarmaid Breathnach, Acting Scheme Director,
Broadcasting Funding Scheme
Ms. Paula Carroll, Independent Producer
Ms. Jackie Larkin, CEO, Newgrange Pictures

2.45-3.00 Tea & Coffee

Session Four

3.00-4.30 Panel Debate:
The BAI Bill: A Flexible Response to an Evolving Broadcasting Environment?
Mr. Cathal Goan, Director General, RTÉ
Mr. Jim Doherty, Chairperson, CRAOL
Mr. Scott Williams, Director, IBI
Mr. Michael O'Keeffe, Chief Executive, BCI

4.30 Conference Close

Booking Form

Conference Fee: Individual €100/Group Rate €300

Concession Rate: Individual €50/Group €150

The concession rate applies to Community Radio/Students. The Group Rate only applies to stations that nominate four people to attend. The rates advertised cover the reception and conference dinner, morning coffee, lunch and any conference documentation. The conference fee is an inclusive charge and reductions or part-refunds are not available.

Cancellations: Cancellations, in writing, will be accepted up to and including Monday November 6th and the conference fee will be refunded, less an administration charge of €20. After this time cancellations will not be accepted, but substitute delegates from that company/institution may attend instead.

Name: _____

Company: _____

Address: _____

E-mail: _____

Please tick if you have any dietary requirements

Please tick if you require Irish Sign Language Translation or Speed Text

Please nominate which mid-morning session you will be attending:

- Don't Predict the Future – Create it.
 Community Broadcasting: International Trends and Future Challenges
 Everywhere You Go: Comparative Analysis of DAB, DVB-H and Third Generation Mobile from a content and technology perspective

Please return to BCI, 2-5 Warrington Place, Dublin 2

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