



29th Conference of COPEAM

TRAINING & AUDIOVISUAL HERITAGE COMMISSIONS

Joint meeting

14 June 2022
(online on the zoom platform)

Summary of the works

INTRODUCTION

The Presidents of the two Commissions, Alain Brenas (ALBA, Training Commission) and Mireille Maurice (INA, Audiovisual Heritage Commission) welcomed the participants and opened the works.

JOURNALISTS TRAINING

The structure and the results of the e-learning module for journalists "*Reporting climate change*", developed in collaboration with Uninettuno and with the support of the EIB - European Investment Bank, have been presented; 33 journalists from MENA/Balkans/South-Saharan Africa were trained between November 2020 and February 2022. A new edition will be launched in Sept. 2022. In parallel to this original 3-language on-line training, COPEAM will organise again its transnational newsroom to cover - in presence - the World Summit on Climate Change (COP27) in Sharm El-Sheikh (Egypt), with the support of the EIB (14-18 Nov.2022).

A new thematic pillar will be opened next year: two "*Effective reporting on migration*" workshops for journalists will be implemented in the framework of the project *E³J - European Excellence Exchange in Journalism*, recently launched under the lead of Reporters without Borders (RSF) and funded by the EU Programme Creative Europe.

STRENGTHENING THE MEDIA & AUDIOVISUAL/CINEMA SCHOOLS DIALOGUE

"A première Vue" project, devoted to the short-films of cinema schools' students, has been further reinforced in the last year by establishing – in addition to the screenings organized in the framework of festivals and cultural events - a *TV5Monde-COPEAM Award*, launched in Cannes in May 2022 aside with the cinema festival. The award has opened new links also with Rai Cinema and further synergies with media and festivals will be set up to support the young talents' works.

At the end of 2021, a new e-masterclass for the students of ALBA, ESAC, ESAVM was organized with RAI on the creative use of audiovisual archives to produce new TV programs. This action will be developed by linking training and production, cinema/TV schools and media, also building upon the experience made with the *FIEST* project.

Another project will be developed for both media professionals and visual arts schools' students: a cross-sector training/production workshop on visual journalism involving journalists and creatives/graphists.

AUDIOVISUAL ARCHIVES AREA

Three presentations have been hosted during the Commission. Johan Oomen and Rasa Bocyte of the Netherlands Institute for Sound & Vision have introduced *AI4MEDIA*, an EU-funded project focused on the application of Artificial Intelligence to the Media sector, including the AV archives domain. With regards to this last point, at the beginning of 2023 a workshop will be organised with COPEAM, where the selected group of beneficiaries will have the chance to gain new knowledge about the impact of AI in audiovisual archives and influence policy recommendations on AI by providing input on their specific needs and concerns. Members will be duly informed in the coming months.



Thomas Monteil (INA) presented the ongoing project "*Safeguard, Digitization & Promotion of the Lebanese Media Heritage*": possible synergies with COPEAM are to be studied.

Kaouthar Hamed (Télévision Tunisienne) has introduced the AV archives use and promotion policy adopted in the Tunisian TV.

RECOMMENDATIONS:

Following the debate, participants pointed out the following recommendations:

- ✓ Giving priority – in the training field - to: a) "Podcast writing & production", in the framework of the "Podcast Strategy 2023" of the Radio Commission b) Visual & data journalism, both based on the results of a questionnaire submitted to COPEAM members about future training projects.
- ✓ Reinforcing the presence of archive-related issues both in training and production activities involving cinema/TV schools and audio-visual media
- ✓ Developing a new project addressing the cinema schools devoted to co-writing
