



## 28<sup>th</sup> Conference of COPEAM

### AUDIOVISUAL HERITAGE COMMISSION

11 October 2021  
(online on the Zoom platform)

### Summary of the works

#### INTRODUCTION

The Commission's President Ms. Mireille Maurice (INA) welcomed the participants and opened the works.

#### "MAKING A STORY FROM ARCHIVES" CONTEST

The two winners of the 3<sup>rd</sup> edition of this contest, dedicated this year to *"The relations between Mediterranean countries: an historical perspective"* - were announced: Ms. Marija Vitas (RTS/Serbia) for the work *"Sephardim - The Thread of the Mediterranean"* (TV category) and Ms. Mouna Benameur (SNRT/Morocco) for the work *"Les secrets de la musique arabe andalouse"* (Radio Category).

In consideration of the subsiding participation of COPEAM members in this initiative, the opportunity of launching a new edition was debated by the Commission. Some proposals about the renewal of the format were made, in particular: to adopt a shorter format (5 min) suitable to the web; to focus on educational contents; to open the contest also to young professionals outside the COPEAM network.

The idea of launching a "hybrid" format Contest/Coproduction was also mentioned. The archive-based products could be focused on the historical great witnesses of the Mediterranean Region. Such initiative would be linked to the new COPEAM/Radio France project called *"Mezzé"*, devoted to a similar topic. All these proposals will be evaluated and further developed by the Commission in order to check their feasibility.

#### BRAINSTORMING ON FUTURE ACTIVITIES

The project of an online master-class on the creative use of audiovisual archives was presented. The objective is to provide an overview on the potentialities of using archive-material in the creative sector, namely in television writing. A session will be dedicated to the showcase and analysis of some successful archive-based TV programs produced by RAI. This initiative – to be launched before the end of 2021 – will be open to the students of COPEAM Cinema and Audiovisual schools: ALBA/Lebanon, ESAV/Morocco and ESAC/Tunisia. RAI has expressed its availability to collaborate, in particular through its archives department (*"Teche"*).

#### OTHERS

- The attendees were informed about the organization of the round table *"The role of audiovisual archives in media policies in the South-Mediterranean countries"*, scheduled on October 20<sup>th</sup> in the framework of the 2021 FIAT/IFTA Conference, with the participation of both COPEAM and INA, together with other media representatives and players of the AV field in the MENA Region.

- Representatives of INA presented the international training programme *"FRAME"*, developed since 2010 in partnership with the EBU and the FIAT/IFTA. The training is designed for professionals involved in the management and use of archives whatever their level of knowledge and covers each step of the audiovisual archives management process (preservation, digitization, access, reuse and promotion, etc.) and the different aspects of this work.

- Finally, the intention of working in synergy with COPEAM Radio Commission was expressed, in particular in relation to the valorisation of the archive-material of the radio magazine *Kantara*.

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## 28<sup>th</sup> Conference of COPEAM

### GENDER EQUALITY AND DIVERSITY COMMISSION

6 October 2020  
(online on the Zoom platform)

#### Summary of the works

##### INTRODUCTION

After the presentation of the meeting agenda, the Commission's President, Mrs Lalia Behidj (EPRS/ Algeria), made a general assessment of the activities of the Commission during the COVID19 time and shared a reflection on the impact of the pandemic on professional media and cooperation practices.

Then, she suggested the following proposals for the future:

- content production based on information, analysis, studies and writings by journalists and/or experts on the relationship between the COVID and gender equality issues;
- organisation of campaigns and initiatives to report bad and/or good examples of communication and information, to give visibility to women's success stories and collect video messages on a specific topics;
- setting-up of a core group of people committed to gender equality and diversity aiming to share ideas and strategies and implement concrete actions.

##### FOLLOW-UP OF THE ONLINE TRAINING PROJECT ON GENDER EQUALITY IN THE MEDIA

From February to June 2021, COPEAM coordinated an international training action about countering sexist stereotypes and promoting gender equality in the media in Europe and in the South-Mediterranean region.

The training was structured as follows:

- A. *An online training module composed of 5 biweekly sessions on different aspects of the gender-media-equality relation;*
- B. *An online practical workshop made of 5 close-meetings on new technologies and smart journalism.*

The main results of the training were highlighted, and in particular: increased awareness of participants about gender equality subjects; better knowledge of existing tools and models to overcome and fight against persistent female stereotypes; improved professional capacities related to smart journalism and to the use of new technologies, to the production of thematic contents on inspiring stories, to networking.

An assessment of the challenges was also made: the final number of beneficiaries who completed the course was lower than that of the initial applications. Among the reasons, a rate of physiological dropout in the online activities and the level of commitment requested in terms of continuity and tasks to be accomplished. However, the participants having attended the whole course expressed their satisfaction about the learning process.

The project's final webinar on "Gender Equality and Media Narratives" closed the Commission meeting.

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## **28<sup>th</sup> Conference of COPEAM**

### **NEWS EXCHANGE COMMISSION**

25 October 2021  
(online on the Zoom platform)

#### **Summary of the works**

##### **INTRODUCTION**

Mrs Paola Parri, Deputy SG of COPEAM, welcomed the attendees and presented the meeting agenda. Then, she gave the floor to the President of the Commission, Mr. Zakaria Bensedira from the public Algerian TV (EPTV), which coordinates the ERNMed – Mediterranean Regional News Exchange.

##### **ERNM EXCHANGE REPORT**

Mr. Bensedira first reminded that the ERNMed is a culture-oriented device born to promote dialogue and mutual understanding between the Mediterranean shores.

Then, he presented the 2020-2021 annual report including the exchange statistics between Oct. 2020 and Oct. 2021, underlining – despite the general downfall of the overall volume in the last two years due to the persisting health crisis - a tangible stability compared to the previous year (326 items this year vs 386). An also steady percentage has been recorded about covid-related items (17% vs 18%); more than 10% concerning vaccination and reopening, and an increased rate of cultural items (32%), which are the heart of the exchange and very encouraging for the next year.

##### **ERN-MED PRIZE**

Probably because of the difficulties having affected the work routine in the last year, only 5 items have been received for the 2021 of ERN-Med Prize, devoted to “Media & Science: the importance of accurate information vs misleading news” and sponsored this year by UNESCO.

The EBU, ASBU and COPEAM jury members and all participants congratulated again Ms Meryem Benzekri and the SNRT on winning this edition with “Covid19: Fighting fake news”.

Next year, the contest’s topic will deal with intercultural and interreligious dialogue, in relation, as in the past, to the annual conference of COPEAM. The call for participation will be disseminated at the beginning of 2022.

##### **ERNM COORDINATION**

The Commission’s President called the attention on members’ participation in the ERNM: in the face of a larger contribution of RTVE/Spain, the Northern broadcasters have been almost absent in the period concerned by the report of the coordination centre. In the specific case of Rai/Italy, the lack is namely due to the coordinator’s retirement (COPEAM will ask for a replacement within RaiNews24). Statistically, an increase of ASBU members’ offers has been recorded, while the major contributors remain SNRT/Morocco and EPTV/Algeria.

Some remarks were done concerning the editorial aspect of some items, which are not always in line with the ERNM thematic requirements: regional interest, promotion of mutual knowledge and dialogue, dissemination of cultural traditions and events across the Euromed region. National-related items or bilateral dealings between two countries are not to be considered as interesting contents for members.

To conclude, Hocine Abes (EBU) explained that, sometimes, items sent to the ERNM are put in the general EVN exchange due to their cultural content, which might be also of interest to other not Mediterranean members of the EBU.

## **ERNM FUTURE**

Concerning members' mobilization and motivation, the Northern broadcasters were strongly invited once again to be more active in the exchange. Also because of the general sanitary situation, in these last months some of them have completely disappeared.

Finally, the Commission's members have agreed on some main recommendations as follows:

- ✓ Back to normal with only cultural offers by members
- ✓ Need for ERNM coordinators' training with the support of the EBU
- ✓ Increase members' participation in the ERNM, especially the Northern broadcasters
- ✓ Promote the ERNM Prize within the respective Organizations
- ✓ Larger and better use of the ERNM whatsapp chat
- ✓ Setting-up of regular Zoom meetings of the ERNM coordinators

## **OTHERS**

Luís Jiménez, news external relations manager at the EBU presented the Eurovision News Monitoring Tool and introduced "A European Perspective".

As for the first, it is a new beta service providing real-time insight into the diverse range of online news from across Europe's public service media (PSMs) newsrooms. This tool – which collects an average of 1,500 stories every week all machine-translated into English thanks to the EuroVOX software - is a window to content, built on universality, diversity, excellence and innovation. With more than 40,000 journalists, PSMs collectively make up Europe's largest newsroom, and this new strategic push aims to increase their impact, outreach and equity.

Powered by the same software and applications, "A European Perspective" was launched in July 2021 and consists in a widget that members can embed on their websites. "A European Perspective" channels curated news content through an audience-facing recommendation box placed on the websites of the contributing broadcasters. Over the past three months, articles in eight different languages have garnered 18.7 million views and have been read more than 570,000 times (more info about both projects in the document enclosed).

Farida El Dahmani made an overview of the ASBU contribution to the ERN-Med, highlighting the higher number of items in 2021 (37) compared to that in 2020 (13), all of cultural, religious, social and public nature, as shown in the short video presented. She shared with the participants some recommendations, among which: participation of the ERNM central coordinator in the ASBU daily editorial meeting; sharing the ERNM daily news outlook and pertinent events' agenda; periodical face-to-face online meetings between the ERNM coordinators and the coordination centre.

Finally, Thierry Pardi announced that a new exchange system at France Télévisions will make it easier to send Mediterranean-related items produced by France3 – particularly in the southern regions of France - thus increasing the French broadcaster's offers.

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## 28<sup>th</sup> Conference of COPEAM

### RADIO COMMISSION

14 October 2021  
(online on the Zoom platform)

### Summary of the works

#### INTRODUCTION

Mr. Guillaume Ortiou-Campion, in charge of the Radio Commission, welcomed the participants and presented the meeting agenda. Then he gave the floor to the President of the Commission, Mr. Franck Lidon from Radio France, who assessed the year's activities and exposed the future guidelines.

#### COPEAM'S WEEKLY CO-PRODUCTIONS

**Kantara:** The results of the magazine's 22<sup>nd</sup> season were presented, with more than 43 issues co-produced by the partner radios, i.e. 37 hours of programming of which 32% on culture, history and heritage, 21% political news, 20% economic and social information or 12% on environmental issues. RTB Burkina Faso and Radio Romania International each took part in an issue, as guest radio.

The Kantara team actively participated in the world days of Radio, Woman and the Francophonie.

The 23<sup>rd</sup> season started in September 2021 with the participation in the ICO Solutions event in Marseille (dedicated to the conservation of the Mediterranean islands), an opportunity to record 3 numbers on site and define the main areas of development of the program as follows:

- musical partnership with Marzia Puleo from Musica Med (Rai)
- podcast development and aggregation to market leading platforms
- development of remote radio capabilities and resources

To note the departure of the historic co-producer Iman Ouenzar from Radio Exterior de España, replaced by Inés Azagra Prego.

**Mediterradio:** The team launched in Marseille, during the ICO Solutions Days, the 10<sup>th</sup> season, marked by the retirement of Salvatore Cusimano from Rai Sicily, who was replaced by a duo composed by Marzia Puleo and Giovanni d'Agostino. The wish to enlarge and strengthen the partnership was raised by the co-producers.

#### NEW PROJECTS AND INITIATIVES

**Mezzé - Cycle of meetings with the Mediterranean press:** During the meeting, a new project promoted by Radio France and COPEAM was officially announced: *Mezzé*, an online meeting with the Mediterranean press.

The guest personality invited to the first issue is the Secretary General of the Union for the Mediterranean, Mr. Nasser Kamel, in view of the 28<sup>th</sup> November - the date chosen for the celebration of the 1<sup>st</sup> edition of the Day of the Mediterranean.

Built on a new innovative format, between the webinar and the filmed radio magazine, this online meeting aims to engage a "great Mediterranean witness" with journalists from the media associated to COPEAM, in order to create a space for debate and interaction devoted to the Mediterranean.

**Arabic-language radio series on "Arab Philosophers of Yesterday and Today":** In partnership, ASBU and COPEAM are working to the launch of a radio coproduction in Arabic dedicated to Arab philosophers of the present and the past. Currently under definition, it should be finalized in 2022 and has already received interest from 10 partner radios.

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### TV & CINEMA – FESTIVAL - CULTURE COMMISSIONS

#### Joint meeting

13 October 2021  
(online on the Zoom platform)

#### Summary of the works

Markus Nickel and Zina Berrahal - respectively Presidents of the TV and of the Cinema-Festival-Culture Commissions - welcomed the participants.

#### **COPEAM / ASBU "INTER-RIVES 8" CO-PRODUCTION**

The 8<sup>th</sup> edition of the COPEAM/ASBU "Inter-Rives" co-production on "*SustainAbility: Stories of Changemakers*" was achieved in September 2021. The 13 TV partners are: BNT/Bulgaria, ERT/Greece, France Télévisions, HRT/Croatia, NMA/Egypt, PBC/Palestine, RAI/Italy, RSI/Switzerland, RTVE/Spain, RTVSLO/Slovenia, SNRT/Morocco, Sudan TV, Télévision Tunisienne. The 2 workshops bringing together the film directors took place online in November 2020 and July 2021. The quality of the series in general is high, despite the production difficulties caused by the pandemic.

The winning film directors of the *Inter-Rives 8 Special Prize* were officially announced: Athina Kazolea (ERT-Greece) for "Blue Mission - Lefteris Arapakis" and Dina Amin (PBC-Palestine) for "Um-Sliman Farm". A "Woman" special mention, in memory of Raffaella Rossetti - who was at the origin of Inter-Rives for COPEAM - went to "Sky sign" by Mohammad Elmiyh (NMA/Egypt).

In the coming months, COPEAM televisions will be able to broadcast the documentaries.

The theme for the next edition will be established in early 2022.

#### **COPEAM / ICO-SOLUTIONS COPRODUCTION "ANOTHER VIEW ON THE MEDITERRANEAN"**

The collaboration with ICO-Solutions on the preservation of islands and coasts in the Mediterranean led to a new co-production project in the field of journalism: "Another view on the Mediterranean", an international collection of short video reports - produced by journalists from 8 national televisions (RAI/Italy, France Télévisions, Télé Liban, NMA/Egypt, BNT/Bulgaria, HRT/Croatia, SNRT/Morocco and RTP/Portugal) - covering stories of women and men whose life is linked to the sea and its coasts. The collection - made up of 24 testimonies from fishermen, lighthouse keepers, tourist guides, sailors, scientists, divers - was officially presented in Marseille in September 2021, during the IUCN World Nature Summit. The contribution of Rimane Daou of Télé Liban was awarded on this occasion as the best of the series.

A plan for the dissemination and reuse of the produced reportages is under study.

#### **"A PREMIERE VUE" PROJECT**

Launched in 2016 as a pilot project by ESAVM Maroc, ALBA Lebanon and ESAC Tunisia, Uninettuno Telematic University and COPEAM, **À Première Vue** is an initiative designed to encourage young film directors from the MENA region and to promote their works in cultural events of regional and international dimension.

Due to the health context, hybrid screenings (online and in person) were organized during the 2020 and 2021 editions of the Prix Italia, back to theatre during a special evening of the 36<sup>th</sup> edition of the Mostra de València (Spain) and during the Bridge Film Festival (July 2021).

Thanks to the support of TV5 Monde, the films of the 2020 and 2021 academic years will be evaluated by an international jury (Rai Cinema, Network of Arab Alternative Screens, Mucem, etc.) for the assignment of the



À *Première Vue* - TV5MONDE / COPEAM Prize in spring 2022. The winner will participate in the 2022 edition of FIDCampus in Marseille (France).

### **SYNERGIES WITH FESTIVALS**

COPEAM launched the online consultation “Resist-exist: film festivals in times of pandemic” concerning the impact of Covid19 on this sector and collecting answers, between the end of 2020 and May 2021, from 50 festivals of 9 Mediterranean countries. During the 14<sup>th</sup> edition of Nuits Med (Porto-Vecchio - Corsica), a meeting of festivals was organized to present the results of the survey and to dialogue with organizers of film events.

A joint FIDA (International Fund for Agricultural Development) and COPEAM Prize for the best documentary dealing with agriculture, environment and food was launched and awarded within the framework of the SicilyMovie - Festival del Cinema di Agrigento (July 2021).

As in the past years, COPEAM participated in the *Lector in Fabula Festival* (Conversano/Italy, Sept. 2021) with the screening of the video-clip series “The media in times of a pandemic”, collected and disseminated by COPEAM along spring 2020.

### **CINEMA SCHOOL MASTERCLASS**

A “Film Music” masterclass with the composer Jean-Michel Bernard was organized online in April 2021 by COPEAM and open to 40 students from ALBA / Beirut, ESAV / Marrakesh, ESAC / Tunis schools. Following the success of this formula, a new masterclass on the creative use of audiovisual archives will take place in December 2021, in collaboration with RAI.

The meeting ended with the presentation, by representatives of TAL (Latin American televisions’ network), of 2 international co-productions: "Colors of football" and "Feminist cartography". All COPEAM member broadcasters have been invited to join these projects.

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## 28th Conference of COPEAM

### TRAINING COMMISSION

11 October 2021  
(online on the Zoom platform)

### Summary of the works

The President of the Commission, Alain Brenas (ALBA / Beirut), welcomed the participants and introduced the meeting.

#### **TRAINING OF JOURNALISTS**

The training projects - held online, because of the pandemic - dedicated to journalists were presented. In the field of information on sustainable development and climate, COPEAM, in collaboration with Uninettuno and with the support of the EIB-European Investment Bank, has produced the distance training module "*Reporting climate change*". Two editions have already been completed, with the assignment of 21 diplomas to the journalists who have completed the training, and a third one - also open to journalists from sub-Saharan Africa - is underway and will end in January 2022. About the same subject, a webinar was organized with ICO Solutions (Marseille) for Mediterranean journalists, in order to discuss the links between the media and environmental players.

In the domain of gender equality, where COPEAM has been involved for a long time, in February 2021 a participatory training course on "Gender equality in the media", funded by the Council of Europe through the North/South Center, was open to journalists, students and representatives of CSOs of Europe and the South-Mediterranean countries. The project's closing webinar was organized in October 2021 around the theme "Gender equality and media narratives", with a panel of international experts and broadcasters such as RAI / Italy and 2M / Morocco.

**Future projects:** COPEAM underlined the need for major involvement of journalists from its network in the proposed trainings. Regarding the formats to be adopted, choices will be made based on the evolution of the pandemic. In any case, a combination between traditional face-to-face workshops and online training modules is to be considered as the most effective formula for maximizing the advantages of both methodologies.

An inter-professional training in *visual journalism* involving both journalists and creative / graphic designers is under study.

Other training initiatives will be set up based on a questionnaire that COPEAM will submit to its associated radios and televisions in order to identify common and strategic priorities and interests.

#### **STRENGTHENING DIALOGUE BETWEEN MEDIA AND AUDIOVISUAL & CINEMA SCHOOLS**

Hybrid projections (online and in theatre) of "A première vue" - a project dedicated to short films by cinema schools' students and developed by COPEAM with ALBA, ESAV, ESAC and Uninettuno - were organized as part of the 2021 edition of the Prix Italia of RAI and an evening dedicated to the Mediterranean during the 36<sup>th</sup> edition of La Mostra de València (Spain).

Thanks to TV5Monde, the first TV5Monde-COPEAM Prize for the best school short-film will be awarded in spring 2022. The composition of the jury, made of sector's experts from the North and the South, and the prize to be assigned are under definition; the selection of the participating works (academic year 2020/2021) by the schools is in progress.

The potential of online meetings was also explored: a masterclass was organized in April 2021 for 40 students from the 3 partner film schools, around the theme "Film Music" with the composer Jean-Michel Bernard. The next masterclass will be organized in synergy with the Audiovisual Heritage Commission on December 15, 2021 and will be dedicated to the creative use of audiovisual archives.

Two additional projects to be developed are: the follow-up of the FIEST project concerning the writing of TV series and a training activity about writing for virtual & augmented reality.

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