

Another year has just ended, leaving the traces of our actions and our thoughts: day after day a common Mediterranean imagination is being built. Emotions, images, words, colors are outlining themselves on the shores of our Sea, to tell us that the future has not been written yet.

Nothing has to be invented in the world, a lot has to be done; and we try to inscribe our activity in the agenda of “the future” with the relativity that every human activity requires, but also keeping in mind the importance of small things in our existence.

About this, I remember a statement of our President Habib Chawki Hamaroui, a comment done during the Tripartite meeting of Tunis: “Three years ago we had a few people in the room, a few points in the agenda and a lot of time to debate; today we have a lot of people, a lot of points in the agenda and we miss the time”.

Indeed along the years, through an increasing progression, our organization shows all its potential, all its gravitational power and its

capacity of fulfillment.

Moreover, with its plural language, the Mediterranean grows and embraces different regions beyond its conventional frontiers.

The cooperation with ASBU in the sector of training, coproductions and exchanges has seen an increasing collaboration with Gulf countries.

On the other hand, the success of the actions started with EBU and with the members of COPEAM, has allowed the Mediterranean to reach the North and the East of Europe, up to touch Asia, thanks to a new cooperation with AIBD.

COPEAM is the bridge between North and South, but also among the regions of the world, the countries, and the organisms and/or partners associated.

A bridge built on facts and actions that are consolidating: Tripartite, University of COPEAM, meeting of all-news channels, just to remind some of our main “daring” actions.

COPEAM thrusts in the fields of audiovisual and culture, on tracks still virgin that however belong

to the world of the possible. And despite all difficulties, we are moving forward.

Vision, method, action: the awareness of being able to read into our time and its challenges.

A new community that goes past geographical and economical constraints, and that recognizes itself around some common values. Oran like Venice, Paris like Cairo: the “place”, keeping its specificity, becomes simply Mediterranean.

We have opened books, press, radios, television, we have opened out our way of thinking. I have already had the chance to define COPEAM as a process catalyst.

In the world nothing is to be invented, a lot is to be done... but something has already been done. You will find some by reading this activities report. Like science tells us, dimension doesn't care: in the infinitely small we can see the infinitely big, in the part you can see the whole.

*Enjoy the reading.*

*Alessandra Paradisi*



# COPEAM AND THE INSTITUTIONS A PARTNERSHIP OF IDEAS

## “RACISM, XENOPHOBIA AND THE MEDIA”

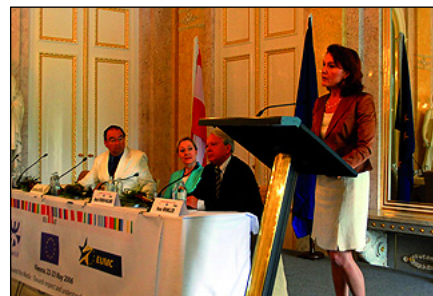
Vienna (Austria), 22<sup>nd</sup> - 23<sup>rd</sup> May 2006

A “call to action” addressed to the media representatives: this has been the pillar of the meeting “Racism Xenophobia and the Media: towards respect and understanding of all religions and cultures” organised by the European Commission (in the framework of the EUROMED Partnership), the EUMC - European Monitoring Centre on Racism and Xenophobia and the Austrian Ministry of Foreign Affairs, and held in Vienna (Austria) on the 22 – 23 May 2006. “All parts of every society have a responsibility to act against racism and xenophobia. But the media have a particularly crucial role to play, given their power to shape social attitudes”: said Mrs. Benita Ferrero-Waldner, E.C. Commissioner for External Relations and European Neighbourhood Policy. Promoting the dialogue and the diversity as founding values of the modern societies; finding

a balance between freedom of expression and freedom of religion; improving the capacity of journalists of treating diversity and intercultural issues, even through *ad-hoc* training activities; increasing the presence of cultural and religious minorities in the media industry: these are some of the guide-lines on which the meeting has been focused.

COPEAM has been invited in order to give its contribution to the reflection and to the final proposals. In the framework of the activities of the work group “Regulation/editorial policy in the MED countries”, COPEAM has presented the Seville Charter. The Charter has been welcome as a best-practice in the field of self-regulation of the media and mentioned in the Final Acts of the meeting: “In response to the lack of self-regulatory schemes, COPEAM (Conference of

Audiovisual Mediterranean Operators) established the Seville Charter (7 May 2005) containing self-commitments by broadcasters from northern and southern Mediterranean countries. The Charter has been so far signed by 26 Euro-Mediterranean radio and TV public broadcasters” (*from the official Conference Report*).



## THE EUROMED CIVIL FORUM 2006

Marrakech (Morocco), 4<sup>th</sup> -7<sup>th</sup> November 2006

From the 4<sup>th</sup> to the 7<sup>th</sup> November the Euromed non-governmental Platform has organised, in cooperation with the Euromed Platform in Morocco, the 2006 Euromed Civil Forum, for the first time held in the Southern shore of the Mediterranean, in Marrakech, thanks to the support of the E.C. and by Finland, in the frame of the EU Presidency.

COPEAM has been invited to take part in this international meeting, as representative body of the Euro-Mediterranean media sector.

The aim of the meeting has been to set up an agenda for action and identify civil society actors' needs and methodology for implement-

ing them, calling the E.U. and its Euromed partners for significant action even through tools such as the Barcelona Five-Year Action Plan and the European Neighbourhood Policy.

Considering the difficult and complex geo-political context, civil societies need to be provided with the instruments to reinforce their actions on the ground since they are key actors for democratization and, consequently, for peace. It is up to the civil society actors “to take this context into consideration and to move ahead, relying on their own capacities to overcome stereotypes, discuss the hottest issues and negotiate their contradictions, and develop a long-term agenda

based on realities” (*from the preparatory phase documents of the Forum*).

The meeting has been organised in both plenary sessions and thematic working groups focused on peace and conflicts prevention, democratization and human rights, migration and movement, sustainable development and citizens participation.

“Recognizing our role as a responsible actor and partner in Euro-Mediterranean societies, we, as participants of the Marrakech Civil Forum, call on decision-makers to take their responsibility, demonstrate strategic leadership and deliver on promises. Action should echo policy” (*from the Final Declaration of the 2006 Civil Forum*).

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## COOPERATION AGREEMENT BETWEEN COPEAM AND THE ANNA LINDH FOUNDATION

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Essen (Germany), 23<sup>rd</sup> November 2006

COPEAM and the Anna Lindh Foundation for the Dialogue between Cultures have formalized a Memorandum of Understanding aimed at fostering their relationships within the framework of the EUROMED Partnership.

The agreement was signed by the Secretary General of COPEAM, Mrs. Alessandra Paradisi and the Executive Director of ALF, Mr. Traugott Schöffthaler on last 23<sup>rd</sup> November, during the Conference organized in Essen (Germany) by WDR, ZDF, France Télévisions and EBU and devoted to "Migration and Integration - Europe's big challenge. What role do the media play?"

The agreement, whose operational period goes until the end of August 2008, is focused on the following main areas: organization of international activities involving journalists and other professional audiovisual categories from the countries of the EUROMED Region; preparation of the European Year for the Dialogue between Cultures (2008); exchanges of best practices in the Mediterranean area, also through the Media, essential vectors for reaching out to civil societies at large; setting up of projects on women as promoters of intercultural dialogue in the Media; promotion of all common initiatives towards the main audiovisual operators of the Mediterranean Region.



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## COPEAM AT THE E.U. MEETING "EUROPE IN VISION" The EU, the Media and the New Technologies

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Helsinki (Finland), 4<sup>th</sup> - 5<sup>th</sup> December 2006

COPEAM has been invited to participate in a European Conference organised in Helsinki (Finland), on 4<sup>th</sup> and 5<sup>th</sup> December, by the Finnish E.U. Presidency and the European Commission (DG Communication): "EUROpe in VISION - Towards a European Public Sphere: EU, the Media and the New Technologies". The Secretary General took part as panellist in one

of the four main workshops ("New broadcasters, new audience?") introducing to the E.C. a "three-level communication strategy" proposal (divulgate, information, institutional). The main objective of this meeting was to find out how the debate on Europe can be enhanced and stimulated through audiovisual and new media, so to develop a "European public sphere", and how

citizens' opinions can be brought into the public dialogue.

Among the participants, representatives from public, private, national, regional and local TVs, WebTV organisations, journalists, directors of information programmes and news agency managers, members of European Parliament and European Commission and independent experts of the sector.

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## COPEAM IN BERLIN: An ERN-MED window on EUROMED Audiovisual II first Regional Conference

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Berlin (Germany), 10<sup>th</sup> -11<sup>th</sup> February 2007

The first Regional Conference of EUROMED Audiovisual II Programme, financed by the E.C., took place on 10 - 11 February 2007 in Berlin, in the framework of the Berlin International Film Festival.

The Conference was focused on the results achieved by the 12 projects financed by the Programme one year after their beginning, on market and financial strategies as well as on the necessary policies aimed at encouraging the development of a cinematographic industry in the

South of the Mediterranean region. The Conference works have been opened by Carla Montesi, Head of South Mediterranean/Near and Middle East Unit (E.C. EuropeAid Cooperation Office) and by Dieter Kosslick, Director of the Berlin Festival, with the participation of a large number of film directors, producers, and other representatives of the audiovisual domain from the Euro-Mediterranean area.

COPEAM took part in the meeting as an observer invited by the E.C., with the aim of following

the development of the second phase of the Programme since its launch until now. In this framework, COPEAM has also contributed, as requested by the E.C., to the TV coverage of the Conference and the parallel events at the regional level, through the involvement of a team from RAI MED, who has made available the images and interviews shot in Berlin (to the institutional authorities, to the Festival Director and to the Programme beneficiaries as well) on the ERN-Med regional news exchange.

## DIALOGUE NETWORKING AND MEETINGS

### SEVILLE CHARTER Three new adhesions during COPEAM Conference of Palermo

Palermo (Italy), 30<sup>th</sup> April 2006

During the XII General Assembly of COPEAM, held in Palermo in the framework of its annual Conference, Mr. Hassan Balawi, in charge of the Euro-Mediterranean Relations of **PBC - Palestinian Broadcasting Corporation**, as well as Mrs. Maria Toghina, President and Director General of **SRR - Société Roumaine de Radiodiffusion** and Mrs. Loredana Cornero Secretary General of the **Comunità Radiotelevisiva Italofona**, have adhered to the Charter.



### THE ASIA MEDIA SUMMIT The inter-regional cooperation

Kuala Lumpur (Malaysia), 29<sup>th</sup> - 31<sup>st</sup> May 2006

In May, the AIBD (Asia-Pacific Institute for Broadcasting Development) organized the 2006 edition of the Asia Media Summit in Kuala Lumpur (Malaysia). This annual international conference was attended by 400 participants including governmental representatives, media professionals, academic representatives, news and programme managers from across Asia Pacific, Africa, Europe, the Middle East and North America.

In the perspective of a growing cooperation, the AIBD invited COPEAM to join the reflection



process and to present a contribution in the work session devoted to the topic “Regional contents for a global audience: a growing challenge? – Promoting the Millennium Development Goals: the role of broadcasters”: “We have understood that the difficulty in broadcasting programmes from one corner of the planet to another essentially lies in the need to actually understand the added value of diversity, especially in the audio-visual sector. As public service broadcasters, we are experiencing the strongly innovative and comprehensive challenge of measuring up to the expectations of an increasingly demanding viewership. How should we act in this new situation? By following the explanations given by Darwin approximately two centuries ago, i.e. by adapting to the new environment or, in other words, by valorising the growing multi-culturalism of our societies; by combining different sensitivities, cultures and heritages, with the aim of achieving the formula for a ‘global product’” [...] “COPEAM

is like a butterfly’ fluttering of wings, and I’m here to try to explain our vision in the way we are used to: by images and sounds” (*Excerpt from the speech by Alessandra Paradisi, Secretary General of COPEAM*)

This represents an important step forward in developing a “global community of ideas” in the field of media and communication.



Opening framework of the “Butterfly effect” video, realised and presented by COPEAM during the Summit

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## A COOPERATION FRAMEWORK BETWEEN COPEAM AND MNRA

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From the 5<sup>th</sup> to the 7<sup>th</sup> July 2006, the 8<sup>th</sup> meeting of *MNRA – Mediterranean Network of Regulatory Authorities* has been held in Barcelona under the presidency of the French Conseil Supérieur de l'Audiovisuel. Mr. Mustapha Bennabi, Vice Secretary General of

COPEAM, has presented the activities of the Association and the conclusions of the Conference of Palermo within the session devoted to "The circulation of the audiovisual works in the Mediterranean area". One of the conclusions of the meeting is fo-

Barcelona (Spain), 5<sup>th</sup> - 7<sup>th</sup> July 2006

cused on the setting up and the institutionalisation of a permanent framework of relations between COPEAM and MNRA, strongly wanted by the new Catalan President of the network, Mr. Josep Maria Carbonell.

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## COPEAM, FOR A NEW TV WITHOUT FRONTIERS XII Euro-Mediterranean Conference on Cinema

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Venice (Italy), 8<sup>th</sup> September 2006

COPEAM, during the XII Euro-Mediterranean Conference on Cinema, *vis-à-vis* the excellent *parterre* of professionals from the audiovisual sector and personalities of the international political world, launched to Europe the challenge for new "televisions without frontiers" which look at the Mediterranean panorama: broadcasting quotas or new

national production incentives for the promotion of the audiovisual works realized in the Euro-Mediterranean area. A proposal that aims at a concrete action of support to the audiovisual industry, in the framework of the revision of the "TV without Frontiers" Directive of the European Union and of the "Convention on Transfrontier television" of

the Council of Europe.

A call to all the professionals of this sector to act in unison for the change: "COPEAM promotes this action addressing an appeal in order to join forces on this shared target that I believe could answer concretely to many needs of the sector" (*from the speech of the Secretary General of COPEAM*).

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## CULTURAL WORKSHOP EUROPE - MEDITERRANEAN - GULF "Dialogue of Peoples and Cultures"

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Paris (France), 13<sup>th</sup> -15<sup>th</sup> September 2006

COPEAM took part in the first Conference of the Atelier Culturel Europe - Mediterranean - Gulf "Dialogue of Peoples and Cultures", held in Paris (Palais de l'Elysée) from 13<sup>th</sup> to 15<sup>th</sup> of September and opened by Mr. Jacques CHIRAC, President of the French Republic.

The meeting, gathering more than 250 participants, has been structured into 6 thematic workshops focused on memory and history, identity and values, image and word (in which COPEAM has been invited to take part), social and cultural modernisation, education, religions and societies.

The meeting has been organised by the French Foreign Affairs Minister and the EUROMED NGOs' Platform, in cooperation with the Anna Lindh Foundation. The non-governmental character of this Atelier starts from the assumption that the civil societies are the key-factors of the social, cultural and political development of the Euro-Mediterranean Region.

A particular attention has been drawn on education: the key-question was "How can education contribute to set up conditions of a satisfactory "living together"? Some of the arisen proposals confirm COPEAM view and suggestions, for example the creation of an exchange and cross-training program, similar to "Erasmus" Project - idea already come out from the round tables of

COPEAM Seville Conference (May 2005) - in the framework of a cooperation between the universities of the Euro-Mediterranean region aimed at opening this kind of exchange to the South Mediterranean students.

Another key-subject was the importance of a permanent dialogue between the media and within the media, even by increasing the presence in these organisations and in their news-rooms of professionals and journalists representing cultural minorities. Something on which COPEAM is investing very much through its training projects, its annual meetings between international all-news channels, and the promotion of the Seville Charter.

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## INTERNATIONAL FORUM ON THE MEDITERRANEAN

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Rome (Italy), 21<sup>st</sup> - 22<sup>nd</sup> September 2006

*"Il Mediterraneo alle soglie del Nuovo Millennio"*: this is the title of the international forum organised by the Regione Lazio (Italy), in collaboration with UNIMED, on the 21<sup>st</sup> and 22<sup>nd</sup> of September, in Rome, in the framework of the project "Latium between Europe and the Mediterranean".

The engagement of this regional authority starts from the intent, as explained by Pedrag Matvejevic, Head of the Scientific Committee, "to make Latium become a link between Europe and the Mediterranean basin, thus gaining an active and proactive role in an enlarged

European society that is gradually welcoming cultural pluralism and offering the opportunity to work and live in a multi-ethnic and multi-language environment marked by equal opportunities and dignity".

The meeting opened on the 21<sup>st</sup> September with a high-level round table gathering representatives of the cultural sector. Within the debate session devoted to "Fractures and convergences" and moderated by Franco Rizzi, Director General of UNIMED, Mrs. Alessandra Paradisi has been invited to represent COPEAM as example of what civil society can con-

cretely do in favour of the Euro-Mediterranean cooperation. She pointed out the fact that the fractures of our time are rooted in "the fear, the real enemy of our societies" and, in this view, Mr. Mustapha Ceric, Reis-Ul-ulema of Bosnia Herzegovina, stressed that "tolerance is a proof of strength, intolerance of weakness". Among the speakers, Mr. Nourredine Hached, Vice Secretary General of the League of the Arab States, and the historian Salvatore Bono who underlined the need of a "new strategy" for the Mediterranean region considering our "destiny of being together".

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## CONFERENCE ON THE EURO-MEDITERRANEAN PARTNERSHIP

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Organised by the Arab League

Tunis (Tunisia), 31<sup>st</sup> October 2006

On the 31<sup>st</sup> October 2006, the 5<sup>th</sup> edition of the meeting "The Euro-Mediterranean" devoted to "The Euro-Mediterranean Partnership: disillusion and hopes", has been organised in Tunis by the League of the Arab States.

Thanks to the kind invitation of Mr. Nourredine Hached, Vice-Secretary General of the Arab League, COPEAM, represented by its Secretary General, took part in the conference as

speaker within the session devoted to "Living together in the Mediterranean: the man, the security and the civilisation".

The involvement of COPEAM in such an important moment of reflection on the Euro-Mediterranean present and future witnesses the attention that the Arab League pays to the media and audiovisual operators, considered

as significant actors for the development of a common space of peace and stability.

The project of a Euro-Mediterranean multi-language and multi-cultural satellite channel - that Mrs. Paradisi presented in her speech - met with great interest, confirming that the multilateral actions in the field of audiovisual products by satellite represent a feasible line of cooperation in the region.

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## INTERNATIONAL MEETING ON THE ROLE OF MEDIA IN THE MEDITERRANEAN REGION

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Turin (Italy), 24<sup>th</sup> November 2006

Focused on the topic "The role of the media in the Mediterranean region", the international meeting, organised by Paralleli - Istituto EuroMediterraneo del Nord Ovest, has been held in Turin on the 24<sup>th</sup> November.

In a more and more globalised world, what role are the media playing in order to help to understand the evolution, the changes occurring in our multi-cultural societies? Can they represent instrument of dialogue, democratic growing and overcoming

of stereotypes? Are they able to portray this complex identity? Many actors of the Euro-Mediterranean media panorama have gathered together to discuss on these issues.

Mr. Mustapha Bennabi, Vice-Secretary General of COPEAM, took part in the meeting presenting COPEAM cooperation experience and focusing on the topic "The circulation of audiovisual products in the Euro-Mediterranean area". "COPEAM is always careful that the achievements fulfilled don't

remain isolated models but become, on the contrary, rules able to change, step by step, the traditional architecture of the media, to promote the exchange of contents and a shared interest programmes' co-production policy, to support the non-stop training of journalist, to use information and communication as multiplying effect tools serving the mutual knowledge and the inter-cultural dialogue within the Mediterranean basin", said Mr. Bennabi

## ASBU/COPEAM/EBU TRIPARTITE MEETING

Tunis (Tunisia), 16<sup>th</sup> December 2006

The ASBU/COPEAM/EBU Tripartite meeting took place in Tunis on 16<sup>th</sup> December 2006, within the framework of the 26<sup>th</sup> General Assembly of ASBU. The meeting began under the presidency of Mr. Habib Chawki Hamraoui, reelected President of ASBU for a new 2-year mandate. All the participants have demonstrated their sincerest thanks to Mr Abdelhafid Harguem - who ended his mandate as Director General - for his involvement and his energy which contributed to the success of many common initiatives.

Mr. Slaheddine Maaoui, elected as Director General of ASBU, has been warmly welcomed by the representatives of the three Unions. During the meeting, the participants have reviewed the evolution of many projects, among which the situation of the ERN-MED exchange; the launch of a training project in favor of the coordinators of news; the "Inter-Rives" TV co-production; the "Portraits of football players" radio co-production; training activities; and the development of the Arabic version of the magazine "Mediterraneo".



## VINC - VENICE INTERNATIONAL NEWS CONFERENCE

The third all-news international meeting

Venice (Italy), 31<sup>st</sup> March 2007

Following the success of the past two editions, COPEAM and Rai News 24 organised the third edition of the international all-news channels meeting in Venice (Italy), on the 31<sup>st</sup> March 2007, focused on the topic: "All-news channels in the global information era. Identity, cooperation, competition".

A meeting that has been consolidating during the years, whose third edition represents its permanent institutionalisation: in fact, considering the historical role of Venice as "door" between the

West and the East, crossroad of cultural and economical exchanges, its local authorities proposed that this City would become the permanent setting of the international all-news channels meetings. **VINC (Venice International News Conference)** will be the name of this space of professional confrontation and dialogue.

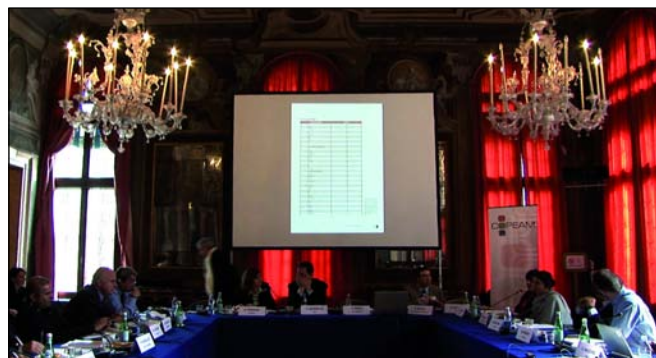
The meeting - opened by the Mayor of Venice, Mr. Massimo Cacciari, and by a satellite live connection of a Rai correspondent from Kabul - gathered a wide panel of professionals representing Al Arabyia, Bbc, Euronews, NTV Turkey, France24, Russia Today, Nile News, Canal 24 Horas, Rai News 24, COPEAM and EBU (European Broadcasting Union).

The round-table has been focused on the new challenges the all-news channels have to face. Last year, new actors have enriched the

panorama of channels by satellite - for example, Al Jazeera English and France 24 - and many western players have recently launched - or are about to do it - Arabic version of their channels. Which are the consequences on the competition dynamics between information operators? How does the market rules affect the journalists' work? Is the cooperation and networking possible within such a competitive environment? Will the market logics lead either to a more diversified TV offer or to a standard one? Does a strong channel identity attract the niche audiences or could it be attractive even for a global audience?

The debate has been focused also on the safety conditions of journalist in the war zones, by appealing for the immediate release of the kidnapped professionals, and on the need of finding shared solutions, such as the approval of the U.N. Resolution 1738 on the protection of media operators.

The work session has been closed by sharing a platform of principles and initiatives aimed at making the VINC a stable network of exchange and cooperation.



# TRAINING A MULTILATERAL APPROACH

## WORKSHOP ON TV FORMATS WRITING AND PRODUCTION Second edition

Damascus (Syria) - ASBU Training Centre, 30<sup>th</sup> May - 3<sup>rd</sup> June 2006

### Production Multilateral action Partnership with ASBU

Great success of the second edition of the training course on TV Formats writing and production, held at ASBU Training Centre in Damascus (Syria), from 30<sup>th</sup> May until 3<sup>rd</sup> June 2006. Jointly organised, for the second year, by COPEAM and ASBU Training Centre, the course aimed at providing professionals from the TV programmes area and TV authors with the most useful instruments to identify the main features of a successful TV programme and how to produce it, mixing marketing outlines with the knowledge of new trends and international tendencies.

Mr. Paolo Taggi, high-qualified expert in the field

of TV Formats writing and production, led the 4-day intensive course, attended by 17 professionals (Heads of programming, Directors, etc...) belonging to broadcasters from 7 different countries (Algeria, Iraq, Jordan, Palestine, Syria, Sudan and Yemen).

The theoretical sessions dealt with the main issues regarding the TV Format writing and production:

- A definition of a Television Common Language: what is a Format?
- How the public watches a TV programme
- How to catch the audience
- The key and constant elements of successful format

The practical sessions (screenings & compared analysis) focused on:

- An overview of the most successful international Formats

- New-methodology examination of the Format presented by the participants (in particular: programmes coming from the television of Syria, Palestine, Sudan and Yemen)

The ever-growing interest in this topic within Public Service Broadcasting, the expertise of Mr. Taggi, the rich and lively discussions in the classroom, the excellent interpretation service and facilities provided by ASBU TC, contributed to the great success of the course.

The warm welcome and the generous hospitality offered by the ASBU TC contributed to create a friendly atmosphere and to make this meeting an important occasion for ASBU & COPEAM members' of crossing glances, mutual exchange and sharing.

### They said about the training course on TV Formats Writing and Production:

*"La première année a été une véritable découverte. J'ai essayé de comprendre comment la télévision est perçue par ceux qui "la font" dans de Pays différents. Et qu'est-ce qu'il est utile de savoir, afin de affiner les programmes diffusés. La deuxième année m'a confirmé l'importance de regarder toujours au delà des frontières du petit écran, par ce que de nombreuses suggestions peuvent venir de pays - et de cultures - différents. A une époque où nous sommes confrontés à la crainte que les idées originelles sont finies, les chemins possibles sont deux: améliorer les techniques de production et s'ouvrir à écouter de plus en plus de voix différentes."*

Paolo Taggi  
Trainer of the session

*"Le format est une nouvelle méthode d'écriture de concept qui nous aide à parfaire la qualité de nos programmes et à garder notre téléspectateur en haleine du début jusqu'à la fin d'une émission. merci d'avance à notre téléspectateur d'être fidèle à la télévision algérienne et mille merci à M Paolo Taggi qui nous a transmis toutes ses connaissances. Merci au centre de Formation de l'ASBU et à la COPEAM pour cette enrichissante expérience."*

Samia Benabderrahuane  
ENTV



*"I am really very satisfied about this training course. The most valuable thing, according to me, was the screenings during the practical sessions and the consequent exhaustive analysis done by Mr. Taggi of all the ingredients that, today, contribute to the production of successful programmes: combination of patterns, contamination of strong genres, use of all the potentials offered by the new technologies and by the Media convergence. I didn't know about all the "techniques" in order to capture the audience's attention! Finally, this course greatly improved my professional experiences."*

Ezat Al-Elewan  
JRTV

## TOOLKIT FOR EUROVISION NEWS CONTACTS

The training Toolkit is addressed to professionals dealing with the News Exchange through the Eurovision network and coordination services. It is composed by:

- A **booklet**, containing a balanced mix of lectures, interviews, templates, questions, and exercises, assembled around 4 Modules:

### *Module 1 - Your Job*

This introductory Module explains how news contacts work. A special section explains the skills needed for managing coverage of a major breaking news story. The Module is backed up with specific job descriptions, and a useful and entertaining DVD.

### *Module 2 - Pictures and sound*

A practical step-by-step course to make news contacts better television journalists. The Module features a DVD with examples and practical

exercises. To sharpen their skills even further, participants can benefit from individual on-line coaching by an Emmy Award winning for this module.

### *Module 3 - The dope sheet*

Participants will get tools to create dope sheets that are accurate, complete, and compelling. This Module is supported by examples and practical exercises on DVD. Participants also have the opportunity of getting individual on-line coaching by an Emmy Award winning to improve their skills in this area.

### *Module 4 - Processes and guidelines*

Participants get useful tips for using the latest Eurovision News tool - the SuperPOP system - more effectively. They also get a handy reference for the rules governing access to the News Exchange.

- The **DVDs**, including interviews, visual examples, exercises and solutions for Modules 1, 2 and 3.
- access to **Online coaching**
- A **cheat sheet**

A take-away sheet with all the essential facts and contacts is inserted in the booklet on the last page.

## EBU International Training



## INTERNATIONAL WORKSHOP ON ARCHIVES Third edition of COPEAM/LJB training session

### Technology Multilateral action

The yearly workshop organised by COPEAM and LJB, in collaboration with RAI, took place in Tripoli from 27 until 29 November 2006.

The workshop dealt with the management of the archives and has been attended by about 50 participants from LJB (Libya), ERTU (Egypt), ENTV (Algeria) and JRTV (Jordan).

Its objectives were to understand the fundamental issues and the essential steps to build an audiovisual archives project:

- The Process
- The Management leadership
- The Concept
- The Strategy
- The Implementation
- The Market choice

The training has been delivered by two experts from RAI: Mr. Guido Del Pino and Mr. Sergio Gigliati, high-qualified professionals with a long experience in the management of the archive projects at a regional and national level.



Tripoli (Libya), 27<sup>th</sup> -29<sup>th</sup> November 2006

### They said about the training session:

*"This workshop aims at describing the development of RAI Teche project, showing the positive aspects of the project as well as the difficulties we have met. This workshop has been very useful in order to compare methodologies and to share information. The basis of the archive management is similar for all of our organisations, but the choices everyone did are different. Therefore the exchange of ideas is fundamental".*

Guido Del Pino  
Manager, RAI Teche

## TRAINING COURSE ON STUDIO & LOCATION LIGHTING

Cairo (Egypt), 26<sup>th</sup> - 28<sup>th</sup> February 2007

### Technology Multilateral action

The Studio & location Lighting Workshop organized by COPEAM and ERTU (Egyptian Radio and TV Union), in collaboration with RAI - Radiotelevisione Italiana, has been held in Cairo from 26<sup>th</sup> to 28<sup>th</sup> February 2007.

The Workshop, that involved the professionals in the lighting field - techniques or engineers - gathered together 32 professionals coming from the Broadcaster members of COPEAM (Egypt, Morocco, Tunis, Jordan).

The training, thanks to the support of RAI, has been assured by Mr. Giuseppe Quini, one of RAI major experts in the field of lighting.

Concerning the content, the training has been focused on the following outlines:

- alighting tool kit
- light sources
- color temperature correction
- the use of the reflective materials
- modern lighting equipment and the use of color
- technical and artistic requirement
- dealing with mixed day light and artificial light
- safety on location
- lighting for features, drama and documentaries
- night shoots
- cool light systems



## 2007 COPEAM UNIVERSITY Third edition

### Journalism Multilateral action Partenarship with ASBU

Following the great success of the editions of Ghardaïa (2005) and Sétif (2006), the "2007 COPEAM University" took place in Oran (Algeria) from 10<sup>th</sup> to 17<sup>th</sup> March.

The University is an original "format" created by COPEAM under the aegis of ENTV, and represents a unique experience of training in Mediterranean and in Europe: young professionals from the two shores of the Mediterranean and from Arabic countries get together during one week to produce a TV magazine and a radio magazine, while discovering the synergies between different

audiovisual languages, and comparing methods and different sensibilities.

Theme of this year: Oran, crossroad of Mediterranean music. The TV trainers, who closely followed the work of the 12 TV teams during shooting, editing and editorial meetings, have been provided by Canal France International (France Télévisions group).

The TV journalists, cameramen and editors have produced 12 reports of different formats (13', 6'30", 3', 1'15", 45") trying to give rise to the precious musical heritage of the Oran region. To quote some titles:

#### **The musical instruments of Oran**

The Oran music is made through many tradi-

Oran (Algeria), 10<sup>th</sup> - 17<sup>th</sup> March 2007

tional instruments. This 13 minutes magazine tells its history and describes all the influences that can be traced in the contemporary music in Oran.

#### **The saga of the Amarri family**

Bouزيد, Krime, Yasmine, three talents from the same family, three passions at the service of the same vocation: merging the music of Oran, with the French, the Italian, the Anglo Saxon melodies, and also with Raï music. A travel around a famous family of the Oran nights.

#### **Raï in the black decade**

In spite of intimidations, threats and murders, Raï survived in Oran, thanks to both courageous public and artists. Many great names have disappeared, but their music is in everyone's memory, stronger than ever.

### The return to Arab - Andalusian

Music from Oran owes a lot of the Arab-Andalusian music. Young orchestras regain these roots with pleasure and creativity.

### M'Dahat, troubadours in the feminine

The M'Dahat are artist women whose activities go back to very old times. The art of these women sign in the diversity of the music of the region of Oran.

In addition to the TV journalistic works, two workshops have been held. The radio training was assured by Radio France, Radio France International and RTSI (Radiotelevisione Svizzera Italiana). Journalists made two radio documentaries (14 and 6 minutes):

### Raï from yesterday and from today

From the hinterlands of Algeria to the international scene. Sound trip to the listening of this traditional music with guests and reports. Evolution of



Raï and points of view of its different publics.

### Oran and its sounds

Music, persons, sounds of the town and of nature: a collage of voices and sounds to give an image of the reality of Oran.

The **110 professionals** who participated in the COPEAM University were representing 25 broadcasters from 19 different countries: B.T.V (Bahrein), CFI (France), COPEAM (Italy), France Télévisions (France), ENRS (Algeria), ENTV (Algeria), ERT (Greece), ERTT (Tunisia), HRT (Croatia), LJB (Libya), ORTAS (Syria), Rai (Italia), Radio France (France), RFI (France), RTSI (Switzerland), RTVSH (Albania), SMTV (San Marino), SNRT (Morocco), SRR (Romania), SURTV (Sudan), TL (Lebanon), URTE (Egypt), JRTV (Jordan), Y.TV (Yemen), 2M (Morocco).

Once again, the great quality and the welcome provided by ENTV enabled participants to work in

a pleasant and friendly atmosphere.

The success obtained for this third edition of COPEAM University strengthens the mission of the Association: the creation of a Euro-Mediterranean audiovisual area of dialogue and mutual understanding that can be close to reality.



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## GRAND PRIX OF COPEAM AT EKO FESTIVAL 2006

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Ohrid (Republic of Macedonia), 2<sup>nd</sup> - 4<sup>th</sup> June 2006

COPEAM continues promoting the circulation of Mediterranean audiovisual works. Within this framework, it has supported the International Festival of TV Programmes devoted to the protection

of the Environment and the Cultural Patrimony EKO-2006, that has celebrated, this year, its 7th edition. The International Jury, which a representative of COPEAM took part in, has unanimously

selected the palmarès: the Grand Prix - offered by COPEAM - for the best film documentary within the "Environment" category has been assigned to "CROW" (Finland/Norway).

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## INTER-RIVES 13 countries, 13 broadcasters, 1 audiovisual language

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Following the positive results obtained in the field of training by the cooperation between ASBU (Arab States Broadcasting Union) and COPEAM based on a pragmatic work method and on the principle of "shared know-how", an important co-production project was launched in November 2005: the TV magazine "**Inter-Rives**" co-produced by the following broadcaster:

Algeria (ENTV), Egypt (ERTU), Spain (RTVE), France (FRANCE 3 Corse), Greece (ERT), Italy (RAI Educational), Jordan (JRTV), Lebanon (Al Manar), Morocco (SNRT), Sudan (Sudan TV), Syria (ORTAS Tv), Tunisia (ERTT), Yemen (Yemen Tv).

The magazine, constituted of a series of 13' episodes documentaries on significant personalities of the cultural panorama of each country involved, has been structured with the aim of

answering to the orientations of the partner channels and of their different audiences. In this perspective, once started, the co-production has been developed through work-shops (Tunis 4/5 April 2006; Rome 4/5 July 2006; Tunis 31 Octobre/1er November 2006) where the producers and directors of these documentaries meet in order to exchange opinions on their work-in-progress. These important sessions represent an open and free space where to exchange and compare different shooting and editing techniques, script writing approaches, aesthetic styles and cultural models, in order to make a Euro-Mediterranean imaginary and language emerge.

Inter-Rives has already produced many episodes, devoted to the two first topics chosen - "the trends of contemporary arts" and

"women" - that will be presented during the next work-shop (the fourth one) that will be held in the framework of the XIV Conference of COPEAM in Amman, Dead Sea. Among the objectives of this co-production, the creation of a Euro - Arab pilot series which will be proposed to the broadcasters to be put on air during the year 2008.



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## THE FIRST INTERNATIONAL FESTIVAL OF "SOUND AND IMAGE"

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Porto Vecchio (France), 23<sup>rd</sup> -28<sup>th</sup> October 2006

COPEAM co-operated to the organisation of the first International Festival of Sound and Image launched by the University of Corsica and held in Porto Vecchio, (23/28 October). The Festival has deepened different domains: cinema, TV, radio, journalism, cartoons, training and multimedia in both

their technical and artistic aspects. Many local organisations such as the University of Corsica, France 3 Corse, Radio Corsica Frequenza Mora, the producers' association CAP, the *cinémathèque régionale* have taken part in the Festival, together with other radio-TV broadcasters associated to

COPEAM network. The numerous sessions and viewings have been focused on the analysis of the role of Corsica audiovisual production in the Mediterranean panorama and of the development perspectives - at international level - of this very dynamic regional sector.

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## PORTRAITS OF LEGENDARY FOOTBALL PLAYERS COPEAM Radio co-production

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The last COPEAM Radio co-production called **"Portraits of legendary football players"** has been launched during COPEAM Radio Commission's meeting which took place in Porto Vecchio on October 27<sup>th</sup>.

The meeting gathered together representatives from Radio France, ENRS (Algeria), the Moroccan, Tunisian, Rumanian, Croatian and Italian-Swiss radios as well as INA and URTI.

It has enabled to complete the series' production plan and has welcome the commitment of the

Algerian, Croatian, Egyptian, Rumanian, Italian, Swiss, Tunisian and Jordanian radio broadcaster members of COPEAM on the production of 2 subjects at least (4' each) under the coordination of FB-RCFM (France). The programme will be presented during the 2007 COPEAM Conference in Amman.

The partners are envisaged to produce portraits of both modern-day and past football players by cross-referencing their stories and suggestions: a popular topic targeted on young people through which the radio networks involved, together with any other joining the project in the

Porto Vecchio (France), 27<sup>th</sup> October 2006

future, have the opportunity of telling a portion of their countries.

COPEAM radio broadcasters have also considered the launching of a project in favour of the radio archives in the Mediterranean, which will be developed thanks to the support of INA.

Finally, the widening of KANTARA, magazine co-produced by France Bleu - Frequenza Mora and the Moroccan Radio, in which the Algerian and Egyptian Radios participate regularly, has been mentioned thanks to the agreement of the Tunisian Radio which may take part in the programme.

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## CROSSING GLANCES Youth in images

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The exhibition "Crossing glances" was inaugurated on the 16<sup>th</sup> November in Rome. Besides the representatives of the involved partners - COPEAM, Provincia di Roma, E.C. - the 17 winners of the photographic competition took part in this event, financed by the European Commission (G.D. AIDCO) in the framework of the Euromed Information and Communication Programme and addressed to the young photographers of the Mediterranean region.

This exhibition is the result of the homonymous project carried out by Intesa & C.P. with the aim of encouraging and deepening the knowledge of the EUROMED Partnership through the works of

young artists from both Mediterranean shores: privileged eyes able to seize "the pressing dialectic between the new generations of the MEDA countries and of the E.U.", as it has been well marked by Mr. Vita, Chief Councilor for Cultural Policies of Communication of the Provincial Council of Rome, during the Press Conference devoted to the initiative.

A voyage of emotions and of points of view that, after Rome, will touch other Mediterranean towns and will be used as subject of a TV documentary on the protagonists of this experience, which will be broadcast by several TVs members of COPEAM.

Rome (Italy), 16<sup>th</sup> November 2006



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## COPEAM “ON AIR” A collaboration with SAT2000

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In the perspective to create a Euro-Mediterranean channel, COPEAM intends to engage itself more in broadcasting and circulating of audiovisual products produced by its members.

This action is the real strength of its network. This is the reason why COPEAM, since last summer, has started a collaboration with Sat2000, Italian channel by satellite, in order to promote COPEAM's activities. This cooperation enabled to produce two small formats

“*The Mediterranean summer*” (2 weeks for 2 months-July/August- devoted to the first two editions of COPEAM ‘s University); and “*One thousand and one Mediterranean*”, weekly rendez-vous, on air from 24<sup>th</sup> October to 26<sup>th</sup> December, during which the Secretary General, Alessandra Paradisi, made the international audience discover the one thousand visages of our Mediterranean, by describing stories and projects produced during these last years by professionals who took part in them.

Episodes:

- PEACE ODISSEY
- FOTOVISIONI
- GIBALTAR
- MEDITERRANEO
- INTER-RIVES
- ALL-NEWS MEETING
- INTERNATIONAL TRAINING

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## GIBALTAR

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Seven videos on the Euro-Arab dialogue - whose realization has been carried out under COPEAM coordination - have been produced by our member COMETA, in the framework of the project “Gibraltar”, an experimental “pedagogic-audio-visual” action, financed by the E.C. and achieved by a University consortium led by the Haute Ecole Charlemagne of Lieges.

With the aim of promoting the mutual knowledge

and the intercultural dialogue among the young students of both Mediterranean shores, the 7 films have been devoted to 7 main topics: history and politics, literature, arts, philosophy, mentalities and lifestyle, sciences and techniques, future. The pedagogic method adopted for the writing of the screenplays - entrusted to the pupils involved - is aimed at favouring the reciprocal comprehension and the relevant points of

view throughout the “double outlook”.

An original and innovative opportunity that has let conjugate the dreams and the ideas of the young “writers” with the audiovisual communication language. An experience to which COPEAM has adhered with enthusiasm and that has allowed to reach, thanks to the joint efforts of every player concerned, very high-quality results.

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## OPEN SKY EUROPE

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COPEAM has collaborated to the project “Open Sky Europe” - financed by the European Commission and implemented by UNINETTUNO Telematic University - through a TV spot broadcast by several televisions members of COPEAM: JRTV/Jordan, PBC/Palestine, RAIMED/Italy, ENTV/Algeria, ERTU/Egypt. The spot has also been sent on the Mediterranean Regional News Exchange (ERN-Med).

With the aim of promoting, within the Euro-

Mediterranean region, the information concerning the European Union and its economic, social and cultural relationships with the MEDA countries, the “Open Sky Europe” project proposes an e-learning formula of University Master focused on the topic: the European Culture.

In order to promote this Master, the UNINETTUNO has organized a quiz open to all the students from the MEDA countries Universities participating in

the project (Algeria, Egypt, Jordan, Lebanon, Morocco, Syria, Tunisia, Turkey).

The students, 3 for each country involved, who have totalized the highest score by answering to the on-line 110 questions are the winners of the national competition. They were called to compete face to face in an International Quiz Competition, which took place in Jordan, on the occasion of an important ceremony devoted to all the partners of the project.

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## MEETING OF COPEAM “AUDIOVISUAL ARCHIVES” GROUP

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Rome (Italy), 11<sup>th</sup> December 2006

The “Audiovisual Archives” Working Group of COPEAM met in Rome, on the 11<sup>th</sup> December, with the participation of the following broadcasters: ENRS/Algeria, ENTV/Algeria, HRT/Croatia, INA/France, Rai/Italy, RTV/Slovenia, SNRT/Morocco.

The meeting was essentially devoted to the re-organisation of the internal structure of the Group, to the re-launch of a project in favour of the TV archives of the South-East European countries and to the evaluation of new activities to be car-

ried out in the radio and TV archives’ sector in the Mediterranean region.

The subjects discussed on this occasion will be developed in the future months and deepened during the next meeting of the Group.

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## THE RADIO MAGAZINE “KANTARA” GATHERS THE MAGHREB

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After the joining of Tunisia to the team, the **Kantara** radio program is spreading out all over Maghreb once a week. During the week from 5<sup>th</sup> to 12<sup>th</sup> February, the first issue of this monthly new formula was broadcast.

From one side to another of the Mediterranean, Radio Tunis International, Cirta FM (Algerian Radio), Rabat Chaîne Inter and France Bleu Frequenza Mora gathered together in inter-connection, in the same virtual studio.

On the occasion of this first issue, Hanane Laimani (Morocco), Habib Bellaid (Tunisia), Ismail Ben Kaidia (Algeria), and Pierre Mari (Corsica) have chosen to deal with the topic: French language abroad, appropriation or cultural colonization? Two

guests have expressed their opinion: Jazila Boutchich, French teacher from Rabat, and Habib ben Salha from Tunis, Professor in the University of Manouba. 4 reportages (one for each country) came to enrich the debate.

KANTARA which was launched in 2000 between Rabat Chaîne Inter and France Bleu Frequenza Mora, is a weekly magazine talking about society, culture, economy able to build a concrete dialogue between the two shores. Since 2004, the Egyptian and Algerian radios regularly participate to the magazine and have been joint up with the Tunisian radio in 2007. This magazine represents an effective and real example of cooperation between Mediterranean radios. An example to follow.



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## MEETING OF THE TV PROGRAMMES DIRECTORS Third edition

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Lecce (Italy), 24<sup>th</sup> February 2007

A television without frontiers: an aspiration, an idea, a project for the future based on concrete actions of the present.

In order to build new Euro-Mediterranean formats able to gather different visions and languages, COPEAM planned an important annual rendezvous.

For the third time in Lecce, in collaboration and with the support of the Mediterranean Cultural Institute, COPEAM, in the framework of its TV

Commission, gathered programmes directors from TV organisms associated, concluding in this way, projects in progress, and enabling to launch new initiatives.

During this meeting, were present the Italian (Rai), Algerian (ENTV), Moroccan (SNRT), Tunisian (ERTT), Albanian (RTVSH) and French (France 3 - Corse) public televisions to discuss on many topics: from the broadcasting of the “Inter-Rives” magazine (a COPEAM and ASBU co-production), to the launch of a new Mediter-

anean co-production on “water languages”; from the development of the “Mediterranean Region” in the programming schedules of associated televisions, to the presentation of the “Cinema del Reale” documentary festival organized by the Institute of Mediterranean Cultures from the province of Lecce, in the framework of the “Negroamaro” 2007 festival.

A representative from the Italian Foreign Office, interested in supporting the numerous COPEAM activities, was also present.



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