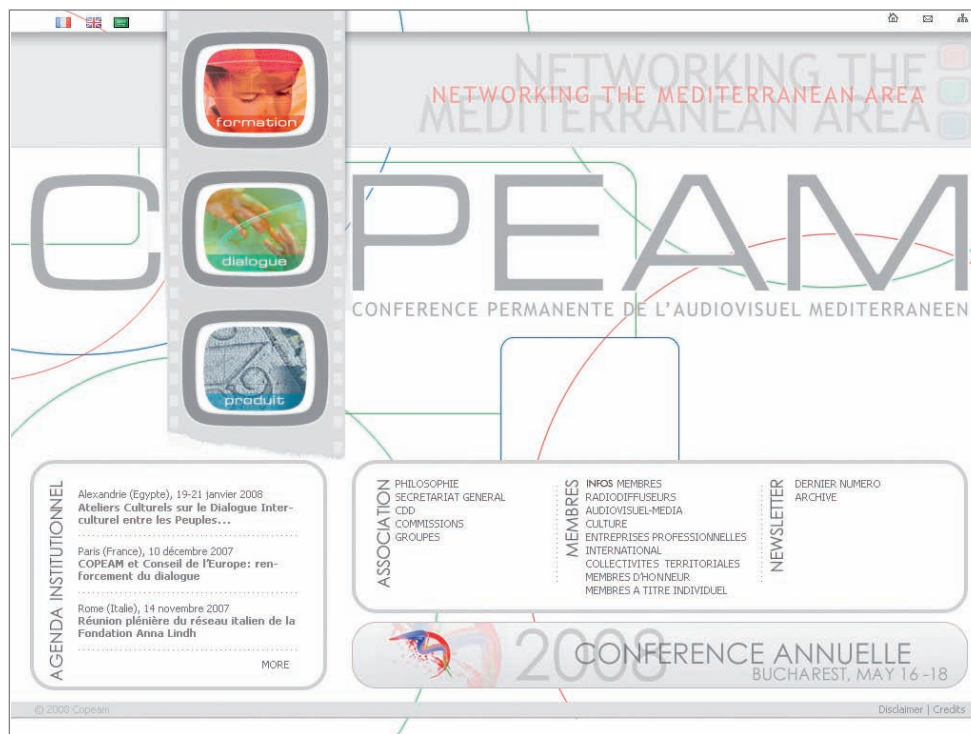




COPEAM networking the Mediterranean area
on line

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the new web portal 2008

COPEAM AND THE INSTITUTIONS A PARTNERSHIP OF IDEAS

COPEAM AT THE COUNCIL OF THE ARAB LEAGUE MINISTERS OF INFORMATION

Cairo (Egypt), 20-21 June 2007

H.E. the Ambassador Mohamed Khamlichi, Vice-Secretary General of the Arab League in charge of Information and Communication, has invited, for the first time, EBU and COPEAM to participate in the Council of the Arab League Ministers of Information, that was held in Cairo on the 20th and 21st June 2007.

This event marks a renewed attention paid by the Arab League's political authorities to the media development and to the international cooperation in this field. COPEAM Secretary General took the floor in the opening session by wishing a renewed political support to the audiovisual cooperation in the Mediterranean region.



INTERNATIONAL CONFERENCE ON THE EUROPEAN NEIGHBOURHOOD POLICY

Brussels (Belgium), 3 September 2007

COPEAM has been invited to take part in the international Conference: «Working together on the reinforcement of the European Neighbourhood Policy».

The conference constituted a first occasion for some governmental and non-governmental

actors, coming from both partner countries and member States of the Union, to exchange points of view and ideas on the way by which this policy should be reinforced.

During the session open to the civil society, COPEAM Secretary General has underlined, in

her speech, the importance of investing more in the communication and in the audiovisual activities in order to sensitize and involve, in a real way, the citizens in the partnership process envisaged by the EU Neighbourhood Policy.

COPEAM AND COUNCIL OF EUROPE Reinforcing dialogue

Paris (France), 10 December 2007

In the framework of the campaign of the Council of Europe against discrimination, islamophobia, and anti-semitism, COPEAM took part in the preparatory meeting that was held in December 2007

in Paris on the topic «Living together in equality». This meeting, patronised by Mrs. Gabriella Battaini-Dragoni, Coordinator for the Intercultural Dialogue at the Council of Europe, has allowed the

actors coming from the Information field to cooperate in order to define the Media's axes of contribution in the campaign, that has officially been launched at the beginning of 2008.

CULTURAL WORKSHOPS FOR THE DIALOGUE BETWEEN CULTURES

Alexandria (Egypt), 19-21 January 2008

COPEAM has participated, for the third time, in the *Cultural Workshops on Intercultural Dialogue between Peoples and Cultures in the Euro-Mediterranean area and the Gulf zone*. The meeting, organised by the Institute for Peace Studies and the French Ministry of Foreign Affairs, and supported by the Bibliotheca Alexandrina and *Suzanne Mubarak Women's International Peace Movement*, was

held this time, after Paris and Seville, in the city of Alexandria.

This cycle of three Workshops was aimed at identifying the ways and the means to assure a continuous and fruitful dialogue between the different peoples and cultures, based on a better knowledge of the Other. A Solemn Declaration has thus been presented together with the plans of action

of the six thematic workshops of Alexandria. Amongst the workshops, «Images and Writings», in which COPEAM took part, has defined some guidelines on five main issues, among which the audiovisual and the Media. In this framework, three COPEAM projects have been held back: the TERRAMED project, the TV co-production «Inter-Rives», the Mediterranean Observatory on the Media.

EUROMED PARTNERSHIP An action by COPEAM for the Euro-Mediterranean audiovisual sector

Brussels (Belgium), 8 April 2008

The 8th April 2008, in Brussels, the meeting of the Ministers in charge of the EUROMED Partnership took place in order to prepare the Summit of the Ministers of Culture to be held on the 29th and 30th May 2008, in Athens.

On this occasion, a hearing was granted to COPEAM, which was represented by its Secretary General and Deputy Secretary General, both mandated by the President Habib Chawki Hamraoui.

This meeting allowed the representatives of the Association to present its activities, including

those carried out in collaboration with ASBU and EBU, and moreover to raise the issue concerning the cooperation's strengthening in the Euro-Mediterranean audiovisual field and its inclusion in the next years' action plan of the Partnership.

Many governmental representatives, among the 39 who took part in the meeting, intervened in favour of this action in support of the EUROMED Audiovisual Program, and endorsed COPEAM proposal, that was based on three key principles: the launch of a third phase of the

Program; the increasing of the budget; the reorientation of the Program towards television and radio.

On the basis of the positions expressed by the national Delegations, the Slovenian Presidency - that supported COPEAM in such a framework - held back the paragraph of the draft Resolution of the Ministers of Culture concerning the EUROMED Audiovisual Program and committed itself to officially ask the European Commission to grant the continuance of this Program.

DIALOGUE NETWORKING AND MEETINGS

CHARTER OF SEVILLE Two new adhesions

Dead Sea (Jordan), 22 April 2007 - Rome (Italy), 15 June 2007

In the framework of the XIII General Assembly of COPEAM, that took place on the 22nd April 2007, at the Dead Sea (Jordan), the **ERTT - Etablissement de Radio-Télévision Tunisienne**, represented by its President Mr. Mustapha Khammari, has adhered to the Charter of Seville.

On the 15th of June, the PBS - **Public Broadcasting Services (Malta)** - founding member of our Association - joined again COPEAM. Mr. Albert Debono, Chief Executive of the Maltese TV, signed in Rome the Seville Charter and discussed with COPEAM Secretary General about the future collaboration between the two organisations.



5th EDITION OF THE «EURO-MEDITERRANEAN LABORATORY» CONFERENCE

Milan (Italy), 16 -17 July 2007

Organised by the Chamber of Commerce of Milan, the 5th edition of this international meeting was focused on the topic «The new ways of integration».

On the 16th July, two plenary sessions gathered high-level institutional personalities - such as Romano Prodi, Italian Prime Minister, Franco Frattini, Vice-president of the European Commission, and Ahmed Nazif, Egyptian Prime Minister

- and representatives of the economy, trade, financial and communication sectors of the Euro-Mediterranean region.

Habib Chawki Hamraoui, as President of AS-BU and COPEAM, participated in the session «The networks' settlement and the private sector». He pointed out the importance of the incessant work for the dialogue, carried out by many actors, which not even the narrow-minded destructive extremisms coming from both sides could make vain.

The following day, three different thematic workshops took place. In the frame-

work of the one devoted to the launch of the «Permanent Observatory on the Information in the Mediterranean», COPEAM presented its initiatives in the field of professional ethics (i.e. the Seville Charter and the annual meetings of VINC - Venice International News Conference) and of the protection of journalists in the war zones (Declaration of Amman).



ASIA-PACIFIC & EUROPE MEDIA DIALOGUE 2007 «Millennium Development Goals & the Media»

Bonn (Germany), 3-5 September 2007

COPEAM has been invited to take part in the «Asia-Pacific & Europe Media Dialogue 2007», organised by AIBD (Asia-Pacific Institute for Broadcasting Development) in collaboration with Deutsche Welle, and devoted to “Millennium Development Goals & the Media».

The Secretary General of COPEAM participated as a speaker during the 9th work session of the conference, focused on «The magic to come - enabling conversations» and centred on the emergence of the new media and on the subsequent appearance of new breed of players in the marketplace, both public and commercial. Key-questions about the future of the Media on a global scale have been dis-

cussed: how major media organisations are changing in Europe and Asia, how are they facing competition, how is their role changing? What are the strategies for those who plan to be in business in 2020? What are the longer-term implications for broadcasters in both Asian and European regions? What are the achievements so far?

To answer these questions, the Secretary General explained the «COPEAM approach»: «In order to build up a knowledge society, we have first to share a common understanding, so to meet with the needs of different regions and cultures, and to encompass economic, financial, technological, social and ethical aspects.»



PBI 2007 - PUBLIC BROADCASTERS INTERNATIONAL Digital Revolution & PSB Perspectives

Seoul (Korea), 10-12 October 2007

How should the media report on issues of conflict and dialogue of cultures and what role do the media play so to bridge the cultural differences and increase understanding among various communities? What is the role of PSB in bridging the differences around nations, ethnic groups and religions in a world of borderless content and while keeping the traditional values and modes of identity?

These are some of the questions that a large number of Media professionals from all over the world tried to answer during the PBI 2007 - Public Broadcasters International: *Digital Revolu-*

tion & Public Service Broadcasting Perspectives that was held in Seoul (Korea) from 10th to 12th October 2007.

COPEAM Secretary General attended the Conference as one of the official speakers of the 3rd session devoted to «Cultural Diversity: bridging the difference or reinforcing the schism? What role do the media play?», and she pointed out the key-role of an economic and cultural system, that is becoming dominant in the globalisation era and that is axed on the *network*, as COPEAM has been experimenting since its foundation.



MULTICULTURAL MEDIA The media and the European Year of Equal Opportunities for All

Turin (Italy), 24 October 2007

Further steps in improving the awareness about the Media key role in the promotion of a multicultural society: COPEAM has been invited in order to present its activities as an example of cooperation between mainstream media and multicultural projects, during the seminar «The Media and the Others: representation and discrimination», that took place in October 24th in

Turin (Italy), during MELTING BOX: *International Fair on Rights and Equal Opportunities for All*, an initiative organized in the framework of 2007 European Year of Equal Opportunities.

Journalists and media professionals have considered the seminar - promoted by Regione Piemonte, in collaboration with Europe Direct

Centre of Provincia di Torino, Paralleli (North/West Euro-Mediterranean Institute) and the ENAR (European Network Against Racism)- as a great opportunity to share experiences, to compare information techniques and to talk about the role that multicultural media have in improving the idea of an active citizenship in Europe.

CULTURE AND MEDIA «Beyond the Orientalism and the Occidentalism»

Rome (Italy), 16-17 November 2007

The academic and research world meets the world of media, cinema and literature: COPEAM and the Communication Faculty of «La Sapienza» University of Rome, in collaboration with the Italian Foreign Affairs Ministry, and with ANSAMed as media partner, have organised in Rome, on the 16th and 17th November 2007, an international conference focused on the topic «Beyond the Orientalism and the Occidentalism: portraying the Other in the Euro-Mediterranean area».

Two days structured into four different modu-

les, in which academicians, experts and professionals coming from the whole Euro-Mediterranean region have deepened this subject from the sociological, historical, cultural and media points of view.

The two scientific-academic sessions were focused on the cultural, historical, religious and social Euro-Mediterranean crossroads, the cultural stereotypes, the evolution and the weaknesses of the conceptual categories of *orientalism* and *occidentalism*.

The afternoon sessions tried to highlight and

show some professional experiences aimed at overcoming the us/them logic, by promoting new perspectives of representing the Other (in the literature, TV and cinema fields) able to tell, by means of innovative languages, convergences and differences, contacts and merging of the Euro-Mediterranean identities.

Finally, the TV co-production «Inter-Rives» was presented, and two episodes of the pilot series were shown as examples of a new way of representing the Other through the audiovisual language.

ASBU/UER/COPEAM TRIPARTITE MEETING

Tunis (Tunisia), 9-11 January 2008

In the framework of the 27th ordinary session of ASBU General Assembly, the Tripartite meeting ASBU/UER/ COPEAM took place. During the meeting, the common initiatives the three organizations carry out in different fields have been discussed: in particular, training (the master class addressed to the news coordinators; the 3rd edition of the seminar on «TV formats writing and production», organized in Damascus at ASBU Training Center; the 4th edition of COPEAM University); news exchange (ERN MED); radio («Portraits of

Legendary Footballers») and TV co-productions («Inter-Rives») about which M. Slaheddine Maaoui, DG of ASBU, expressed his satisfaction and pointed out the importance of its broadcasting, as the final aim of this extraordinary collaboration and intercultural work.

On this occasion EBU, COPEAM and ASBU have launched a shared initiative addressed to the European institutions in favor of the programs devoted to the audiovisual sector, in particular EUROMED Audiovisual.



EURO-MED WOMEN JOURNALISTS DESCRIBE THEMSELVES «Women and the Media» Query

Rome (Italy), February 2008

In February 2008, the International Relations of RAI, in cooperation with COPEAM, launched an electronic survey addressed to the women Media professionals from the whole Euro-Mediterranean region.

This initiative, that has already got a positive feedback in the last months, aims at drawing a panorama of women employment in the Media field through the analysis of the collected data taken from the query's answers.

The main goal of this survey is to verify if the

female condition in the Media sector changes according to geographical characteristics or if they all have to face the same problems.

The first results of this action will be presented during next COPEAM Conference in Bucharest (May 2008). These results will become a concrete basis starting from which it will be possible to conceive new actions allowing a concrete equality of opportunities in the audiovisual field.



4th EDITION OF VINC International meeting of the all-news channels

Rome (Italy), 29 March 2008

The 2008 edition of the VINC - the all-news channels meeting, organised by COPEAM and RaiNews24, in collaboration with Eutelsat - was held on the 29th March 2008, in Rome, in the framework of the Sat Expo Europe, information and communication technologies international fair. The meeting was focused on the topic «Migrations and new intercultural audiences: the role of information by satellite».

The satellite technologies, on one hand, and the current huge migrations, on the other one, are reshaping the TV audiences' profile: the distinction between local and international audience is becoming more and more relative and shadowy, and the responsibility of media has increased. In order to answer this change, many all-news channels are setting new editorial policies, conceiving new information offers and programmes: for example, the Arabic web-sites of CNN and BBC (that has launched in March 2008 its BBC Arabic Television), the Arabic editions of France24, Russia Today, Deutsche Welle, RaiMed and, in the next future, Euronews; Al Arabiya and Al Jazeera in English.

Also by means of the videos presented by the

participants in the meeting, the debate constituted an occasion to compare the different programming schedules, the styles, the languages, the editorial approaches and the strategic choices that the all-news channels have done in order to address an audience more and more trans-national and trans-cultural and to discuss about the consequences that the multiplication and differentiation of the information offer will produce on the global panorama.

The representatives of **BBC, Al Jazeera, Al**



Arabiya, Euronews, NTV Turkey, Russia Today, Nile News, RaiNews24, France24 have envisaged a new meeting in Dubai, thanks to the invitation of Al Arabiya, so to carry on this path of professional exchange about topical questions dealing with the information and journalism sectors.



TRAINING A MULTILATERAL APPROACH

«**BOUNDLESS**» Cultural Diversity Media Award and Training in Intercultural Journalism

Journalism Multilateral action Partnership with EBU

The 30th September 2007 the call for candidates to participate in «Boundless - Cultural Diversity Media Award» - an international initiative carried out in partnership by COPEAM, WDR, EBU, France Télévisions, UNESCO, NPS/Netherlands - was closed. 56 applications have been received from 25 countries of the Euro-Mediterranean region and beyond. 15 young professionals have been awarded to have better represented in their works the idea of *Cultural Diversity*. Among the covered subjects, the minorities' habits, the friendship between different cultures, the inter-religious dialogue, the refugees' life. The awarding ceremony was held in Paris on the 22nd November 2007, in the framework of the Conference «Migration and integration. A challenge for Europe: what role do the Media play?», organised by EBU, France Télévisions, WDR, and ZDF at the premises of UNESCO, under

the aegis of EBU.

A training session in Cologne - *Euro-Mediterranean Young Academy for the Intercultural Journalism* - and periods of professional internships at the broadcaster members of both EBU and COPEAM will be offered to the winners of the competition during the 2008 summer, in order to allow them to widen their professional experience in the field in a "diverse" context.



WOMEN AND NEW MEDIA To create a blog of blogs

Alexandria (Egypt), 22 November – 1 December 2007



Journalism Multilateral action

Financed by the Euro-Mediterranean Anna Lindh Foundation for the Dialogue between Cultures (ALF) and by Canal France International, this training project has been led by CFI in partnership with COPEAM, the Bibliotheca Alexandrina and the Lebanese newspaper L'Orient le Jour.

An innovative and trans-national action that opens

up to the civil society, since it allows the access of young women working in the Media sector to the new technologies through the creation of a “*blog of women*”: a virtual place of intercultural dialogue, of research and of exchanges devoted to women, managed by women and referred to both men and women.

The training seminar - addressed to **20 selected women professionals** and held at the Bibliotheca Alexandrina - was focused on the technical aspects and the editorial contents for the New Media, on the new multimedia tools access, on the use of Internet in the journalistic practice as a communication and research instrument, on the blogosphere, on the legis-

lative framework and on the new ICT economical aspects.

Amongst the goals of the project, that of encouraging the editorial pluralism, the freedom

of expression, the exchanges of opinions and of experiences, in order to promote, among the region audiences, a balanced and free-from-stereotype image of women in the Media.



They said about the training session:

“Pour moi, c'est une experience humaine tres enrichissante. J'espere que ce blog reste aussi vivant et varieé comme il l'est maintenant. J'espere aussi que nous serons les premieres à répondre notre blog non seulement en Europe et dans le monde Arabe mais aussi aux Etats Unis et au Canada!”

Sherine, Egypte

“Ce fut une experience enrichissante et touchante de partager la vie de femmes issues de milieux et de pays si differents. J'aurai plaisir à suivre leur parcours et à garder le contact avec elles.”

Francoise, France

C'était un plaisir de connaitre chacune de vous, les filles, et de vous lire et de vous parler à travers le blog qui nous réunit maintenant.

J'ai pu apprendre des choses, et j'ai eu la chance de vous montrer un coté peut être ignoré de l'Egypte, mon pays.

Merci à chacune de vous pour votre soutien qui me rend plus forte.”

Shahi, Egypte

“De mon coté je peux dire que cette expérience a été unique et maintenant c'est à nous de faire en sorte que ça continue.”

Carolina, Italie

Lebanon • Greece
Algeria • France
Great Britain
Egypt • Italy
Tunisia • Morocco
Portugal
www.news-lab.net

THE DNA OF THE TV PROGRAMMES 3^o Training session on TV Formats Writing & Production

Production
Multilateral action
Partnership with ASBU

Following the success of the past two editions, ASBU and COPEAM have organised, in the ASBU Training Centre of Damascus, the 3rd training seminar on TV Formats Writing & Production: «The DNA of the TV programmes: how to analyse them, how to realise them. From the idea to the accomplished format».

The 2007 edition intended to apply a product-oriented approach, focused on the viewing and the analysis of many international programmes and aimed at providing the trainees with scientific/operational methods useful to concretely create new successful formats.

As in the past editions, Mr. Paolo Taggi was the seminar trainer. **17 participants** (directors, producers, presenters) coming from the public TVs of Algeria, Tunisia, Syria, Jordan, Egypt, Palestine, Sudan, Yemen, Saudi Arabia have attended the course.

The aim of the training was to find out a shared scientific method as a basis to analyse and produce successful programmes and, in particular, formats. In fact, identifying their «genetic code»



represents the foundation for building up new TV products that mix the most advanced techniques with the contents and the values of each TV.



Damascus (Syria), 9 – 12 December 2007

The training included a theoretical session, based on the «*Morphology of the formats*» method - as defined by Mr. Taggi - and a practical one devoted to the screening of some international programs/formats and of the programs produced or presented by the course's participants (comparison of styles and audiovisual languages, structure, setting, etc.)

Finally, a creative *team game* employing a «cards kit» has closed the course: a multi-level game-alike method used by creative teams to analyse existing programmes, to identify the narrative plot, climax points, etc. (the so called «DNA of programs»), and to write new ones starting from such key-elements.



COPEAM UNIVERSITY 2008 Fourth edition

Journalism
Multilateral action
Partnership with ASBU

The 4th edition of COPEAM University took place in Bejaia (Algeria), from the 5th to the 12th April 2008, under the aegis of EPTV, in colla-

boration with CFI and with the participation of France Bleu Frequenza Mora and Radio Doualiya. This year, the President of the Algerian Republic has granted his High Patronage to the action that was also supported by the Algerian Ministry of Communication.

The **90 participants**, coming from 16 different

countries, took part in the work of the 14 transnational and intercultural radio and TV teams, whose assignment was that of producing reportages on the topic: «Tourism and sustainable development as factors of connection between peoples».

On the occasion of the official opening of the

Bejaia (Algeria), 5-12 April 2008

event - that was hosted in the prestigious premises of the University of Bejaia - the Minister of Communication, Abderrachid Boukerzaza, the Wali of Bejaia, Rachid Fatmi, the APW President, Hamid Farhat, and the Director of the University of Bejaia, Merabet Djoudi, have underlined the importance of this activity as a cooperation best practice to be employed.

The participants have received a theoretical fra-

mework on the chosen topic by Mr. Ghouti from the Algerian Tourism Ministry and by Mr. Poeta from the Centre for Superior Studies on Tourism (Italy), who have respectively explained the tourism promotion process in Algeria and the main tools and techniques for a tourism-oriented communication.

The final result of the field work carried on by the participants has been a **52 minutes TV do-**



They said about the training session:

"Par son intensité extraordinaire, je considère cette expérience comme très importante.

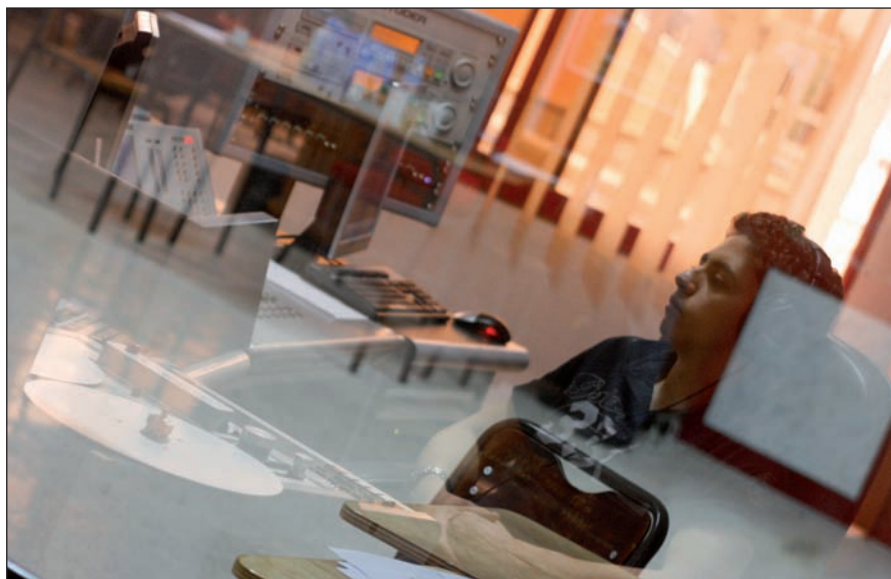
J'ai le sentiment personnel d'avoir pu, en quelques jours, nouer avec les participants et l'équipe de logistique et d'encadrement des liens qui ont un sens.

Il faut remercier pour cela la COPEAM et l'ENTV."

*Sampiero Sanguinetti
trainer CFI, France*

"Au-delà de la réalisation de ce 52 minutes, même s'il a son importance, c'est l'alchimie qui a permis sa création que je retiendrai. Une alchimie où toutes les bonnes volontés se sont retrouvées, où l'accueil Algérien a été plus que parfait, où cette rédaction improbable, unique en son genre, a pu fonctionner ce qui, soit dit en passant, met à mal la légende de la tour de Babel. Cette magnifique rose des vents Kabyle a vu le jour entre mer et montagne."

*Abdelali Joudi
trainer CFI, France*



cumentary synthesizing the 10 reportages produced on the history, the heroes, the legends, the languages, the environment, and the economy that characterise the region of Bejaia. Together with the TV workshop, three radio teams have been formed in order to produce **three radio documentaries**. The radio workshop has been assured by France Bleu Frequenza Mora, Radio Montecarlo Doualiya and Radio Soummam (Bejaia). The COPEAM University formula reaffirms itself, once again, as a unique opportunity of meeting and exchanging human and professional experiences.

A blog devoted to the University of COPEAM 2008 and at the young professionals' disposal is on line. **www.uni-copeam.org**

GRAND PRIX OF COPEAM AT EKO FESTIVAL 2007

Ohrid (Macedonia), 2-5 June 2007

The 8th edition of the TV festival organised by MKRTV of Macedonia and devoted to the environmental protection and to the cultural heritage was

held in Ohrid from 2nd to 5th June 2007. The international Jury awarded as best documentary in competition the film "Bizarre World", pro-

duced by ComFact (Czech Republic), that won the COPEAM Grand Prix.

REGIONAL SEMINAR ON «AUDIOVISUAL ARCHIVES IN THE DIGITAL ERA: A NEW DEAL»

Alexandria (Egypt), 19-20 June 2007

The seminar - jointly organised by INA and the Bibliotheca Alexandrina, with the support of the French Embassy in Egypt, ASBU, COPEAM, FIAT/IFTA, and CMCA – was held in Alexandria (Egypt), on 19th and 20th June.

This meeting, whose main objective was that of presenting the state of audiovisual archives preservation and digitization and of identifying the best modalities to promote the patrimony of the

region, gathered several managers and professionals of the sector coming from the Radio&TV companies of the Mediterranean area, including those of Near and Middle Eastern countries: Albania, Algeria, Cyprus, Arabic Emirates, Croatia, Egypt, Greece, Israel, Italy, Jordan, Kuwait, Lebanon, Morocco, Palestine, Qatar, Rumania, Spain, Tunisia.

A special attention has been paid by partici-

pants to the meeting of the "Audiovisual archives" Group of COPEAM, held in the framework of the seminar and devoted to the implementation of the project "Crossing memories of the Mediterranean": the setting up of an internet portal based on audiovisual archives, and aimed at promoting the Mediterranean heritage. 25 radio/TV representatives took part in this meeting.

RADIO COMMISSION «Portraits of legendary footballers» and «Kantara»

The Radio Commission has successfully completed the first and pioneer stage of two co-production projects and has simultaneously activated a second phase that will consolidate the cooperation between the radios members of COPEAM.

The co-production «Portraits of legendary footballers», series of programmes composed by 19 episodes on this theme, included in a double CD realised by France Bleu Frekuensi Mora, has been remarkably completed by the 12 radio-partners. Those ones have already broadcast the portraits and the feedbacks have all

been very positive.

The second series, whose production has been enthusiastically launched, has taken «The mythical harbours of the Mediterranean» as new subject.

«Kantara», the weekly radio programme between North and South of the Mediterranean region, has also entered a new era. Indeed, the five radio members of COPEAM – Rabat Chaîne Inter, France Bleu Frekuensi Mora, Egypte FM, Radio Tunis International et Cirta FM (Algeria) – through which this productive cooperation is being carried out, have been

broadcasting a renewed programme, based on the principle of field reportage, since the beginning of 2008.



SEA&TV, THE FIRST EURO-MEDITERRANEAN FESTIVAL TV Formats dedicated to the Sea

La Maddalena Isle (Sardinia - Italy), 26 - 29 September 2007

The first edition of Sea&TV, the Euro-Mediterranean Festival of TV formats dedicated to the Sea, took place in La Maddalena Isle, from the 26th to the 29th September 2007.

The event has been promoted and organised by EB Communication, an Italian production society, member of COPEAM since 2007.

COPEAM has granted its engagement in encouraging its members' participation in the Festival, by promoting it throughout an infor-

mation campaign, and in organising an international roundtable titled "A blue-painted TV programming. From breaking news to *infotainment*" about the role that broadcasters and audiovisual producers have in sensitizing the audience on environmental issues.

The event has also been enriched by two round tables focused on environmental topics and organised by research institutes and international associations (Greenpeace, Enea, CNR, the Spanish Instituto de Ciencias del Mar).



The International Jury made of experts, film directors, professionals from radio-TV organisations of the region and journalists (among which representatives of the Lebanese, Syrian and Croatian TVs), and the Popular Jury have examined documentaries, formats and cartoons coming from Morocco, France, Spain, Turkey, Netherlands, UK, Lebanon, Switzerland, San Marino, Italy, Bulgaria, Algeria, Germany.

PROJET TERRAMED Launch of the pilot phase

COPEAM has launched the TERRAMED project, a multicultural and multilingual promotional channel by satellite that aims at creating a new format devoted to the Mediterranean audiovisual production. TERRAMED will enable to highlight the already existing production, by "packaging" the TV programmes devoted to Mediterranean issues (cultural, institutional, economic, social, sport...) that are broadcast by the public channels of this area which already operate on Hotbird 2 satellite (13°East).

A sort of satellite "window" that will make easier for the general public the access to the Mediterranean programmes and will promote the TV partners at an international level.

The partners that have already confirmed their participation in the project are **EPTV** (Algeria), **France Télévisions** (France), **ETT** (Tunisia), **Rai News 24/RAIMED** (Italy), **RTVE** (Spain). **Eutelsat/Skylogic** will provide the technical architecture for the data collecting.

The partners will launch, during the summer

2008, the pilot phase of TERRAMED - in order to experiment the feasibility of a future permanent platform - as the result of a series of meetings, started in the summer 2007, gathering the actors engaged and aimed at defining the operational modalities of the pilot phase, the graphic layout of the channel, the editorial line. According to a modular approach to the development of the project -that opens perspective of promotion to the Association and to its network - the participation of other COPEAM members to TERRAMED is wished.

MADE IN MEDITERRANEAN The COPEAM on RAI Utile

On 19th October COPEAM, in collaboration with RAI Utile, launched «Made in Mediterranean», a series of 26' programs aimed at bringing a new point of view on the following subject: «East and West: identities and languages».

Five episodes in which this topic has been presented from different points of view and through the participation of representatives of the Mediterranean cultural and Media fields. An exchange of perspectives between the North

and the South aimed at overcoming some dangerous and persistent stereotypes which are often conveyed by the Media and that feed the dichotomy between *Orientalism* and *Occidentalism*.

A focus-program on the new languages that tell the hidden reality related to the bridge-building between cultures, and show the emergence of a new society and of new citizens. A new Euro-Mediterranean citizenship.

THE 5 EPISODES

- Between West and East: Literature, cinema and TV. The portrayal of the Other: new languages, new identities
- Made in Mediterranean. Training and information: the global journalist
- Action and interaction: Euro-Mediterranean festivals
- Audiovisual archives: one shared memory
- Euro-Mediterranean TV: a new format

“INTER-RIVES” TV MAGAZINE IS READY TO BE BROADCAST

Co-produced by Algeria (EPTV), 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) and the participation of San Marino TV, the magazine - a series of 13' documentary episodes on significant personalities of the cultural environment of each country concerned - has been structured so to answer the partner channels' interests and their different audiences.

In this perspective, after its launch, the project, developed throughout 5 workshops (Tunis 4th-5th April 2006; Rome 4th-5th July 2006; Tunis 31st October/1st November 2006; Amman 19th November 2007; Tunis 29th-30th May 2008), has finalized the production of 39 episodes (each one 13' long and ready to be broadcast) focused on «Contemporary Art», «Women» and «Emigrant».

COPEAM and ASBU broadcaster co-producers



Two frames from the opening credits sequence of “Inter-Rives”

have agreed to place «Inter-Rives» within their 2008 programming schedules, starting from the pilot series on «Contemporary Art».

A trailer of the magazine has been produced by COPEAM and presented in various events, among others: Bakaforum 2008 (Karlsruhe, Germany), Eurovision TV 2008 (Lucerne, Swiss).

