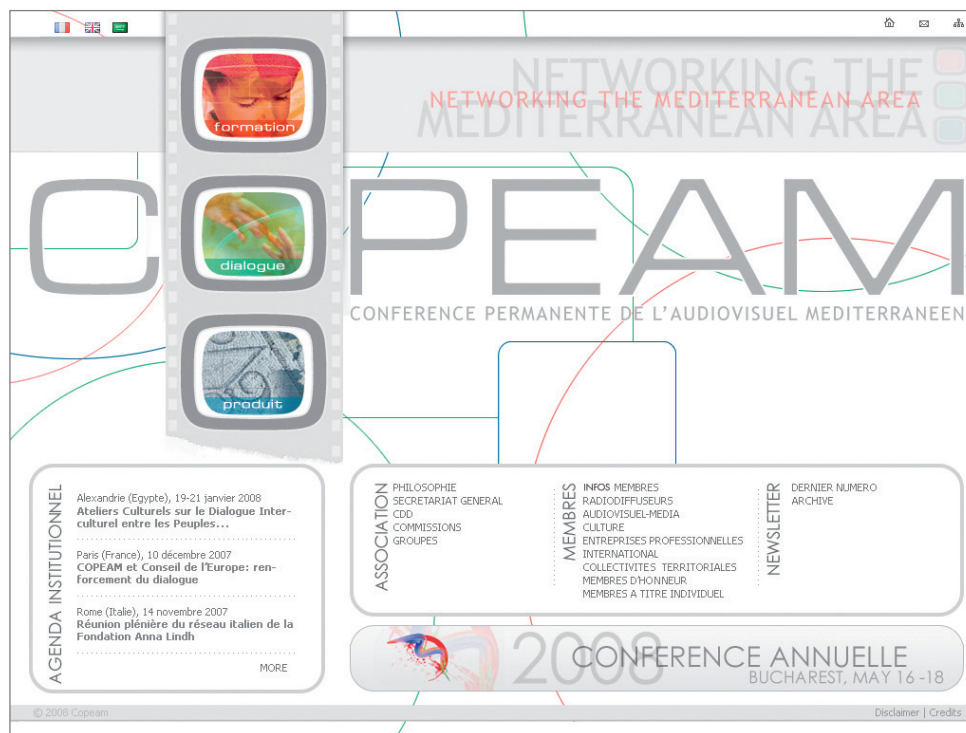




COPEAM networking the Mediterranean area on line

www.copeam.org

COPEAM AND THE INSTITUTIONS A PARTNERSHIP OF IDEAS

COPEAM AT THE ARAB LEAGUE'S INFORMATION MINISTERS COUNCIL

Cairo (Egypt), 19th June 2008

COPEAM and EBU have taken part for the second consecutive year – also thanks to the fruitful collaboration developed with ASBU (Arab States Broadcasting Union) – in the opening session of the Information Ministers' Council of the Arab League's countries, held in Cairo on the 19th June, 2008.

“COPEAM, in agreement with ASBU and EBU, is fully engaged in supporting the role of media in the EUROMED Partnership, not for a corporative goal but in the interest of our communities.

We are strongly convinced that, in the perspective of a Mediterranean Free Trade Area, before speaking about economy, we have to create a

community that can recognize itself in shared values: culture, not only market; education, not on-

ly money” (abstract from COPEAM Secretary General's speech).



COPEAM AT THE COUNCIL OF EUROPE FOR CULTURAL DIVERSITY

Paris (France), 10th June 2008

COPEAM has been invited by the Council of Europe (Education, Culture and Heritage, Youth and Sport General Direction – Coordination for the Intercultural Dialogue) to take part in the experts' meeting devoted to “Training of journalists in intercultural competencies”.

Held in Paris on the 10th June 2008, the meeting has gathered representatives of important European institutes for journalism training. Indeed, the meeting was organized with the aim of exchanging good practices and proposing projects in the field of Journalism training for diversity, one of the axis of the Council of Europe Campaign against discrimination “All different – all equal”.

In addition to professional training, the cam-

paign aims at implementing activities in order to promote equal access to the media industry and to encourage the media to spread out information on discrimination and on anti-discrimination mechanisms towards the general public. COPEAM has presented its project of Master in “Global Journalism” – that the Association is developing with academic partners – whose innovating formula has been praised by participants.

On the 23-24 June, in Lisbon, COPEAM has been invited to participate in the seminar “Media and Cultural diversity”, a new step of the COE's mentioned Campaign. Mrs. Fifi Benaboud, member of the Steering Committee, has represented COPEAM.

Paris, 13th July 2008

Joint declaration of the Paris summit for the Mediterranean (abstract)

Under the co-presidency of the President of the French Republic and the President of the Arab Republic of Egypt

“The future of the Euro-Mediterranean region lies in improved socio-economic development, solidarity, regional integration, sustainable development and knowledge. There is a need to increase co-operation in areas such as business development, trade, the environment,

COPEAM CARRIES ON ITS ACTION IN FAVOUR OF THE MEDITERRANEAN AUDIOVISUAL SECTOR

July 2008

In the framework of the meeting of the Ambassadors in charge of the EUROMED Partnership – held on the 8th April 2008 in Brussels – a hearing was agreed to COPEAM, represented by its Secretary General and Deputy-Secretary General, delegated by the former President, Habib Chawky Hamraoui.

This opportunity allowed the Association's representatives to illustrate the main activities carried out in the field of the Euro-Mediterranean audiovisual cooperation, including the ones developed in collaboration with ASBU and EBU,

and to ask for the continuance of the EU Programme EUROMED Audiovisual.

The first result of this action has been attained on the occasion of the Conference of the 39 EURO-MED Countries' Ministers of Culture (Athens, 30th May 2008) who have recognized, in the Conclusions of the Summit (*paragraph 43*), the importance of the policies in favour of the audiovisual sector as well as of a Strategy for the Development of Euro-Mediterranean Audiovisual Cooperation, by stressing the necessity of a new regional programme for the Mediterranean aimed at

granting the continuity of the current activities. The third step of this initiative undertaken vis-à-vis the Institutions of the Region, with the aim of carrying on such an action, is the Call that the President of COPEAM, Mr. Emmanuel Hoog – elected by the Association's General Assembly of Bucharest in May 2008 – has addressed to the Heads of State and Government gathered in Paris, on the 13th July 2008 for the creation of the Union for the Mediterranean, so to have the Mediterranean audiovisual sector included among the UfM priorities.

A SHARED SUCCESS: THE MEDITERRANEAN MEDIA IN THE UFM FINAL DECLARATION

Paris (France), 13th July 2008

The Paris Summit that, on the 13th July, has gathered 43 Euro-Mediterranean Heads of State and Government for the launch of the Union for the Mediterranean, has been closed with the adoption of a joint Declaration: it fixes the common future main targets and areas of intervention in the Mediterranean region.

De-pollution, maritime and land highways, civil protection, alternative energies, higher educa-

tion and research, business development represent the pillars on which to set up a urgent joint work strategy.

As far as the socio-cultural domain is concerned, also thanks to the action carried out by COPEAM in the previous months and concluded with a Call to the Chiefs of State in favour of the Euro-Mediterranean audiovisual sector, the media and

the information society have been mentioned among the priorities of the UfM agenda.

The following day, on the occasion of the 14th July French national celebrations, the Secretary General, the President and a delegation of COPEAM Steering Committee have been officially received by the French Minister of Culture and Communication, Ms. Christine Albanel.

energy, water management, agriculture, food safety and security, transport, maritime issues, education, vocational training, science and technology, culture, media, justice and law, security, migration, health, strengthening the role of women in society, civil protection, tourism, urban planning, ports, decentralized co-operation, the information society and competitive clusters."

*COPEAM delegation
with the Minister of Culture
and Communication*



TERRAMED AND MED-MEM IN THE DECLARATION OF THE MINISTERS OF THE FOREIGN AFFAIRS OF THE UFM

Marseille (France), 4th November 2008

The Ministerial Conference of the *Barcelona Process: Union for the Mediterranean* took place on the 3rd and 4th November 2008, in Marseille. This meeting was aimed at establishing the first operational step of the Union for the Mediterranean project by setting up concrete projects in the six domains identified during the 13th July Summit.

In the final statement of the Summit, in the chapter «Promoting dialogue between cultures, cultural diversity», the EUROMED Ministers of the Foreign Affairs have welcomed COPEAM with

reference to two projects (Terramed and Med-Mem) this professional network has launched in the domains of the audiovisual media and of the promotion of the cultural heritage in the Region.

In the framework of the action of support promoted by COPEAM, together with ASBU and EBU in 2008 concerning the continuation of the EU EUROMED Audiovisual Programme, the Ministers have announced in their conclusions that a new Euro-Mediterranean audiovisual programme could be launched in 2009. Such programme

would be based on the principles of the previous ones and on the new strategy of development of the Mediterranean audiovisual sector that was approved by the Ministers of Culture during the Conference held in Athens in May 2008.

Recognizing the audiovisual media as “excellent vehicles for intercultural dialogue between the Euro-Mediterranean countries”, the Ministers have placed the Audiovisual sector among the key means which are necessary for the strengthening of the partnership in the Mediterranean area.

Marseille, 3rd-4th November 2008

Conclusions of the Summit of the EUROMED Foreign Ministers (abstract)

«Ministers welcome the initiatives launched by the COPEAM.

These are the Terramed project, aiming at creating a TV satellite channel for the Mediterranean, and the setting-up of an internet portal on the audiovisual heritage of the Mediterranean»



COPEAM IN THE FINAL REGIONAL EUROMED AUDIOVISUAL II CONFERENCE

Cairo (Egypt), 10th – 11th November 2008

The regional closing Conference of Euromed Audiovisual II Programme was held in Cairo on 10th and 11th November 2008. It was aimed at drawing an assessment of 3-year activity and at thinking over the future prospects of the audiovisual cooperation between the North and South of the Mediterranean. About 120 delegates from both Mediterranean shores have participated in this event.

COPEAM and EBU have taken the floor during the

session devoted to «The rebirth of the Mediterranean Audiovisual».

In that occasion, the Secretary General has underlined that COPEAM has become, since its foundation in 1996, the think tank of the Mediterranean public televisions that have accompanied the political gestation of the Barcelona Process. In particular, it has favoured the development of the cultural chapter (media) and the birth of the idea of «Euro-Mediterranean

audiovisual space». The contribution of COPEAM in this framework has been translated through multilateral cooperation in the fields of training, of co-production, of news' exchange, of common deontological codes shared by the public broadcasters. She concluded by reaffirming the support of COPEAM and of its sister-unions, EBU and ASBU, to the financial renewal of the EAV Programme and its re-orientation towards television and radio.

DIALOGUE NETWORKING AND MEETINGS

«ENTRETIENS DE LA MÉDITERRANÉE» COPEAM and the economic actors of the Region

Barcelona (Spain), 12th June 2008

On the 12th and 13th of June, more than two hundred experts, managers and directors of professional networks from both sides of the Mediterranean, among which COPEAM, took part, in Barcelona, in a debate organized by IEMed (European Institute for the Mediterranean) and IPEMed, focused on Euro-Mediterranean projects regarding the sectors of energy, finance,

water and agriculture.

Three main objectives have thus been pursued and achieved on this occasion: introducing COPEAM's network and projects to the industrial and private sectors, exploring the possibilities of partnership (especially with IPEMed) and deepening its panoramic vision of the Mediterranean environment in which it evolves.

The Thematic Workshops have allowed COPEAM to convey the idea that the Audiovisual will be crucial for the building up of bridges between peoples and for the success of the common planned projects by developing, within the Mediterranean region, new synergies between the economy and the communication sectors.

PBI 2008 - PUBLIC BROADCASTERS INTERNATIONAL

Arles (France), 8th – 11th October 2008

The Board of COPEAM met on 9th October 2008 in Arles (France), in the framework of PBI 2008 – Public Broadcasters International – organised by France Télévisions. This annual forum of debates and exchanges between the public radio and TV broadcasters from all over the world has

gathered, in this edition, a hundred and sixty leaders of more than sixty public TV channels from forty eight countries, around the following topic: «Public Broadcasters in the 21st century: what for?»



EUROGOLFE FORUM 2008 Networking Europe, the Mediterranean and the Gulf

Venice (Italy), 16th – 19th October 2008

EuroGolfe Forum 2008 has been held in Venice, from the 16th to the 19th October, under the patronage of the French Presidency of the European Union, around the topic «Europe, The Gulf and the Mediterranean: Reviving Common Legacies, Mapping Our New Region». This three-day event gathers, each year in a different city, decision-makers, experts, business leaders and academics from the Gulf, Europe and the Mediterranean, with the aim of enhancing relationships and exploring different areas of cooperation in the fields of economy, culture and education, political stability.

Plenary sessions and specific workshops have been devoted to different cultural and econom-

ical issues related to the development of a shared sustainable growth of the area.

In the plenary session focused on «Europe, Gulf and the Mediterranean: New Cultural Horizons», the President of COPEAM, Mr. Emmanuel Hoog, the Tunisian producer Mr. Tarak Ben Ammar, the President of the Anna Lindh Foundation, Mr. André Azoulay, together with representatives of the French and Saudi institutional, cultural and communication sectors, have discussed about the role of the media in the building up of a balanced representation and a real knowledge of the Other, and in the strengthening of a cultural self-awareness.

Mr. Hoog has concluded with a panorama of the last ten-year improvements in the Euro-

Mediterranean audiovisual sector, referring to North-South products circulation and expertise mobility, as well as to the increase of international co-productions.



ASBU-COPEAM-EBU TRIPARTITE MEETING

During the 28th General Assembly of ASBU, in January 2009, the tripartite ASBU-COPEAM-EBU meeting has been held in Jeddah (Saudi Arabia). The meeting agenda also included, among the political activities jointly carried out by the three Unions, the follow-up of the action launched in 2008 towards the European Institutions in favour of EUROMED Audiovisual Programme continuance. On this subject, the conclusions of the closing meeting of the Programme 2nd phase (Cairo, November 2009) have been reported, with a special focus on the possible launch, by the E.C., of the 3rd phase in 2009.

In the training field, the 4th edition of ASBU-COPEAM seminar on new TV formats' writing, to be held at ASBU TC in Damascus, as well as the 2009 University of COPEAM in Taghit (Algeria)

have been both announced.

Concerning TV co-productions, the Director General of ASBU and the Secretary General of COPEAM, after taking stock of the first series' broadcast, have launched Inter-Rives II: *Glances of children*. The meeting has been closed by the presentation of two projects financed by the European Commission: Med-Mem – on-line publication of

Djedda (Saudi Arabia), 13th January 2009

the Euro-Mediterranean audiovisual patrimony, an activity headed by INA and gathering partners members of the three networks – and Euromed News, a COPEAM-ASBU-UER common initiative – led by France Télévisions – aimed at informing the South-Mediterranean populations on the cooperation relationships and actions between the E.U. and its neighbour countries.



BAKAFORUM 2009

The 2009 edition of the BakaForum, annual rendezvous and meeting point of educational and social-oriented televisions and media, has been held in Basel (Switzerland) from the 30th January until the 2nd February 2009.

Aside the BakaForum films and programmes' contest, this edition has been devoted to special screenings, workshops and different sessions

around outstanding TV programmes and projects dealing with climate changes, water, conflicts, economy and integration, sustainable development.

Within the «Excellence in Global Collection» cooperation workshop, representatives of public and private broadcasters and independent producers from different European countries, as well

as from Brazil, India and Qatar have exchanged their professional experiences. COPEAM has presented the «Inter-Rives» co-production as example of multilateral cultural and educational project, and has mentioned the «The language of water», carried out by Arca Consulting, member of COPEAM, as model of synergies between broadcasters and independent producers.

Basel (Switzerland), 30th January – 2nd February 2009

TWO COPEAM PROJECTS SELECTED IN THE FRAMEWORK OF THE «MEDIA AND DIVERSITY» STUDY

«Inter-Rives» co-production and the University of COPEAM have been selected and included in the 150 most significant and innovative initiatives – identified all across Europe – by, or about, the media that counter discrimination and promote diversity.

This, in the framework of the study on «Media & Diversity» – commissioned by the E.C. and conducted by an independent consortium compris-

ing the International Federation of Journalists, Internews Europe and the Media Diversity Institute – whose findings and recommendations will be published in May 2009.

This pan-European study covers 27 EU Member States and 3 EFTA countries and is aimed at looking for best practices across this area that have been taken over the last five years by or about the media (broadcast, print, and online me-

dia) and which successfully challenged discrimination and promoted diversity.

Starting from this research, recommendations will be submitted to the European Commission for further action to be carried on to help promote diversity and combat discrimination in the media.

Info: www.media4diversity.eu

WOMEN AND SOCIAL MEDIA Searching for new ways of representation

8th March 2009

A year has gone by since the closing of the «Women and New Media» project, a training session addressed to 20 women journalists from the Euro-Med Region and organised in Alexandria (Egypt) carried out by CFI in collaboration with COPEAM, the Anna Lindh Foundation, the Bibliotheca Alexandrina and «L'Orient le Jour» and that has taught these young professionals how to set up the blog known as «News-Lab» (www.news-lab.net).

Since then, the twenty bloggers have kept feeding this virtual space by publishing their posts and describing the world with their double-na-

tured glance, both feminine and journalistic.

The great success of this initiative has raised a new debate within COPEAM Women Group concerning the changes that the Social Media, accessible to everyone in terms of contents' usability and production, can engender in the way of representing women.

Starting from this reflection, COPEAM Women Group has launched – on the occasion of the 8th March, the International Woman Day, a global web campaign on gender equality in the Media that

has been developed by using, as showcase of this project, three worldwide-used tools: a blog devoted to COPEAM Women Group, a group on Facebook for the promotion of the Group's activities, and a Youtube channel aimed at composing a video library providing a complete landscape of woman's representation in the traditional, the new and the social media.

The results these initiatives will attain will be used as starting point for the conception of new training projects addressed to women working in the Euro-med audiovisual field.

BLOGS:

www.news-lab.net

www.copeam.org

FACEBOOK:

womenandmedia@copeam.org

Femmes Journalistes en Méditerranée

YOUTUBE:

<http://www.youtube.com/user/MediaAndWomen>
Médias et Femmes



2009 FORUMÉDIA

COPEAM has been invited by Euromed Management, specialisation school for young graduates, to take part in the 3rd edition of Forumédia: «The values and models of televisions in the all digital era». An assorted *parterre* has allowed to debate this issue from the technological, economical and social points of view.

The Secretary General has put forward the central role of the public service in the new digital landscape despite the has-been image that is often related to it in the audiences' imaginary and specially in the young's one.

Any prediction by experts regarding the death of generalist and public channels at the time of Internet has been denied. Not only the generalist and free public broadcasters have outlived the competition from pay thematic TVs (satellite and web), but today they are returning to a new youth through the terrestrial digital technology.

Regarding innovation, the SG has underlined that few people know the contribution of the Public Service in the research related to the digital technology and to the high definition as, for example, the one carried out in Turin by

Marseille (France), 11th – 12th March 2009

the Research Centre of RAI.

Last, after reaffirming that, in the new audiovisual landscape, the contents – the programmes and the know-how acquired in this field – are still a priority, the SG has presented the experience of COPEAM, founded by the public broadcasters in the '90s as a proof of their clairvoyance, that has allowed to open new tracks in the international co-production and exchanges fields, betting on the Mediterranean and on the multi-lateral cooperation opposed to an international scenario mainly based on the Pacific axis and on the most unremitting competition.

TRAINING A MULTILATERAL APPROACH

COPEAM UNIVERSITY 2009 Fifth edition

Taghit (Algérie), 7th–14th February 2009

COPEAM University 2009 took place from 7th to 14th February in Taghit, a charming oasis of the Algerian Sahara, under the aegis of the Algerian Public Television (**EPTV**), and in partnership with CFI, the Algerian Radio, the Tunisian Radio and France Bleu Frequenza Mora.

70 participants, 13 countries of the Mediterranean and Gulf areas (**Algeria, Croatia, Syria, Iraq, Egypt, Greece, Morocco, San Marino, Tunisia, Slovenia, France, Italy and Bulgaria**), 11 TV reportages, 50 multimedia subjects – 28 of which produced for the radio – achieved and published on line: these are the results of this 5th edition, focused on «*The impact of the New Media on the lives of the young people of the oasis*».

This year, COPEAM University has enriched its TV and Radio pedagogic offer thanks to a new workshop on web journalism. The intent was that of making participants aware about the possibilities of deepening their journalistic work as well as of training them on the information production and broadcast on the Internet.

A web editorial unit – coordinated by a trainer and composed of 7 specialized journalists and engineers from both the Algerian Radio and Television – has daily published multimedia contents (articles, photos, videos) on a website that has been expressly set up for the University: www.uni-copeam.org.

Trans-national teams, made of 3 or 4 journalists and a cameraman, have produced 11 TV reportages of 2 minutes each which have been collected in a 26' magazine, whose TV broadcast will be available for all televisions members of COPEAM and ASBU (Arab States Broadcasting Union).

To get onto such a rich topic as this edition's one, «we have treated the theme through two different steps», says Sampiero Sanguinetti, Editor in Chief of the TV workshop: «first of all, by describing the reality the oasis has always represented: a physical, historical and economic reality. Then, we have explored the changes that the use of the mobile phone, of the computer and of the Internet



are operating. Finally, we have tried to question the imaginary and the dreams of the children and of the young people living in Taghit».

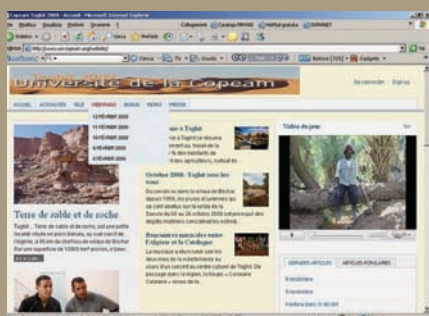
The reportages produced within the TV workshop have thus been: *Economy in Taghit – Taghit... roots and history – Flooded Taghit – Land of sand and rocks – Taghit in the eve of fiber optic – The mobile phone – A mobile shepherd – Two cyber-café to surf in the dunes – Mr. Informatics – The history of Mohammed and Pha-La Youn* (all the reportages are available on the COPEAM University website).

On these same topics, 28 radio reportages and interviews have been produced in French and in Arabic and daily published on the University website, together with pictures and descriptive commentaries.

Lastly, some radio programmes have been broadcast during the week, among which a live feed on France Bleu Frequenza Mora during «Mediterradio», and the registration of a special episode of «Kantara» magazine.



www.uni-copeam.org



They said about the training :

“In spite of the beautiful Taghit sunset that enlightens the large horizon, in spite of the great dunes of golden sand, in spite of the palm grooves that green-spots the desert, in spite of this and that... the most moving thing has been the warm ambiance spreading over Taghit, thanks to the liveliness of the participants, to their savoir vivre, and to their will of professionally and reciprocally enrich themselves. I really wish to keep in permanent touch with those with whom I have shared Taghit 2009 adventure. I wish to keep permanently with me the pleasure of the copeamic atmosphere, so that this experience could be a perpetual life in space and time”
published on Facebook group «UniCopeam 2009»

*Hichem Boumaida
journalist EPTV, Algeria*

CLOSING PHASE OF «BOUNDLESS» - CULTURAL DIVERSITY MEDIA AWARD

Cologne (Germany), June 2008

The training of the Young Euro-Mediterranean Academy for Intercultural Journalism which took place within the «Boundless» Cultural Diversity Media Award ended in June 2008.

The training programme – that took place during the Year for Intercultural Dialogue around topics such as migration, integration, cohabitation – has been conceived into four phases: 10 days at the WDR devoted to seminars and preliminary researches; an internship period at TVs members of EBU and COPEAM for on-the-ground research and video shootings; a workshop and a multimedia production in Cologne, at WDR, with the presentation of the final results.

15 young journalists from 8 countries (Netherlands, Germany, Poland, Italy, Armenia, Algeria, Sweden, France/Israel) have been selected to take part in this Academy, after an international competition which counted more than 50 young professionals from both the North and

the South of the Mediterranean basin.

Thanks to the cooperation between WDR, EBU, COPEAM, UNESCO, France Télévisions and NPS/Netherlands, these participants had one-week didactic stay in different cities of the Euro-Mediterranean area: Amsterdam, Mainz, Riga, Ljubljana, Tunis, Paris and Amman, during which some reportages have been achieved with the logistic support of the hosting public televisions.

COPEAM has contributed to the organization of 4 participants' internships: two Germans, a Dutch and an Italian have been welcomed and trained by the Tunisian and Jordanian televisions.

On the 6th November 2008, the results of Boundless project were presented during the European Conference on Media and Integration that the Dutch television NPS organized in Hilversum. By that occasion, WDR prepared a DVD containing the produced reportages that UNESCO will distribute worldwide.



Info: <http://www.boundless2008.com/>

NEW MEDITERRANEAN TV FORMATS

2008-2009 edition

After three successful editions of the annual training session devoted to the writing and production of new TV formats – organized since 2005 by COPEAM and ASBU at the ASBU Training Centre in Damascus – and with the aim of linking more and more the training projects to the TV and radio production, COPEAM has launched the idea of working out, during the next edition of the seminar, a concrete proposal concerning an innovative Euro-Mediterranean TV programme, to be presented to its broadcaster members.

This proposal has been examined during the

annual meeting of the Programmes' Directors of COPEAM (27th July 2008, Specchia – Lecce, Italy), as well as in the framework of the ASBU/COPEAM/UER tripartite meeting of Jeddah (13th January 2009). Along 2009, a group of professionals – assisted by well-known TV authors – coming from the Programmes' Departments of COPEAM and ASBU TV members will work on the conception and writing of a new format addressed to the young people.

This will make this original training project an actual laboratory of creation open to professionals

from the whole region, where they could learn an innovative work method to realize autonomously a successful TV product.

Following the same purpose of promoting the creation of new TV ideas, COPEAM is carrying out the Arabic version of a *game-book* devoted to the new formats, whose Italian version has been issued in March 2009 by Rai: a game-like multi-level method showing how to analyse the existing programmes, how to identify their narrative structure and their elements of success so to learn how to conceive innovating programmes.

PRODUCT CO-PRODUCTIONS NEWS EXCHANGE NEW FORMATS

COPEAM AND APULIA FILM COMMISSION PRESENT THE FIRST «APULIA MEDITERRANEAN COPRODUCTION FORUM»

Specchia (Lecce – Italy), 26th July 2008

The first edition of the Apulia Mediterranean Co-production Forum, organised by COPEAM and by the Apulia Film Commission in cooperation with BlgSur, took place in Specchia (Lecce) on the 26th July, in the framework of the 5th edition of Festa di Cinema del Reale.

Such event, that has been settled in the ancient Black Friars Convent of Specchia, has gathered the Directors of Programmes from EPTV (Alge-

ria), PBC (Palestine), RTVSH (Albania), JRTV (Jordan) as well as the representatives of HRT (Croatia) and RAI Educational (Italy) and 15 producers that had the opportunity to present their co-production projects. Among them, many producers members of COPEAM: O1 Communication, ARCA Consulting, EB Communication, Eastwest Productions and INTESA&CP.

During the opening ceremony, the President of

the Apulia Film Commission presented the fund for co-production (<http://www.apuliafilmcommission.it/>), whose aim is that of encouraging the audiovisual productions in the Apulia territory, promoting at the same time the role of this region in the Mediterranean area.

This Forum has constituted the first phase of a new course COPEAM has started in favour of the promotion and of the circulation of Mediterranean audiovisual products.

EUROMED NEWS E.C. Call for Tenders: ENPI Media - EuropeAid/125907/C/SER/Multi

January 2009 - February 2010

EUROMED News project had been submitted to the European Commission in the framework of a Call for Tenders launched in December 2007 with the purpose of strengthening and increasing the visibility of the cooperation relations between the EU and its Mediterranean neighbour countries.

EUROMED News is the only regional action aimed at the South-Mediterranean area selected by the E.C.

The force of this initiative, gathering partners from both the Southern and the Northern Mediterranean shores, arises from the more and more strengthened tripartite cooperation between the three major broadcasters' networks: ASBU-COPEAM-EBU.

During 14 months (January 2009 - February 2010), the consortium – composed of France Télévisions (project leader), of the three Unions ASBU, COPEAM, EBU, and of EPTV/Algeria,

JRTV/Jordan and LJB/Libya – joined by the Moroccan, the Syrian and the Lebanese public televisions, will carry out such action based on different main activities: magazines and news production, co-production of documentaries, among which one devoted to gender equality, and to the broadcast and rebroadcast of the TV products by the partner broadcasters.

All these productions will focus on the relationships between the European Union and the concerned countries, favoring regional-oriented topics and a free and independent information. Gender equality will be par-

ticularly promoted through a special focus on the woman's role in society and the implementation of a real transversal strategy on this matter.



COPEAM AND ASBU LAUNCH A NEW CO-PRODUCTION PROJECT «Inter-Rives II: Glances of children»

Co-production is one of the fields COPEAM has always considered of major relevance and carried out along the years through different partnerships and fruitful synergies.

Actually, it represents a strategic sector for the Association aimed at encouraging, in a long-

term period, the creation of a Euro-Arab audiovisual imaginary, that is diversified but based on a shared spirit of cooperation and of inter-culturality.

The first Euro-Arab large-scope co-production, Inter-Rives, has led to the achievement of 32 documentaries (ready to be broadcast) of 13 minutes each, on «contemporary art», «women» and «emigrant».

It has been presented in different occasions, among which BakaForum 2008 (Karlsruhe, Germany) and TV Eurovision 2008 (Lucerne, Switzerland) and, from June 2008, has been broadcast by several TVs' partners among which RAI (Italy), RTVE (Spain), ERTU (Egypt), ERTsa (Greece), EPTV (Algeria).

Following this important experience and after having improved all the

aspects related to the basket formula, to the workshops and to the production calendar (six months), COPEAM and ASBU have launched a new 13' documentary series aimed at opening a window on the Arab and the European worlds through the unusual, amused and sensible children's glances.

One of the innovative features of «Inter-Rives II» is the workshop module: not anymore only a place of exchange around the products, but an authentic space of training based on the writing of the scripts, through the collaboration between experts and the involved directors during a work-week in Tunis.

In this second Euro-Arab series, the involvement of each partner will consist in producing 2 episodes of 13' each (2x13') and in getting 18 documentaries from the other participating broadcasters coming from the two Mediterranean shores, from Mashrek and the Gulf area.



MED-MEM: SHARING THE MEDITERRANEAN AUDIOVISUAL MEMORIES

Submitted to the European Commission in response to EUROMED Heritage IV Programme, Med-Mem project, led by INA – French National Audiovisual Institute – consists in the setting up of an Internet site aimed at promoting the heritage of the Euro-Mediterranean area

through the uploading of editorialized audiovisual archives provided by the public television of the Region.

As a regional federating project, Med-Mem aims at developing a common awareness about the preservation and the valorization of the audiovisual Euro-Mediterranean patrimony, giving to the public of this area a direct access to such heritage.

The consortium – composed of INA, COPEAM and the televisions of Algeria (EPTV), of Italy (RAI), of Jordan (JRTV) and of Morocco (SNRT) – and the associated partners (EBU-European Broadcasting Union, the Bibliotheca Alexandrina, the CMCA-Centre Méditerranéen de la Communication Audiovisuelle, the Palestinian Mission at Un-

esco, the MMSH-Maison Méditerranéenne des Sciences de l'Homme, the Telematic International University Uninettuno and the public televisions of Greece/ERT, Egypt/ERTU, Croatia/HRT, Israel/IBA, Libya/LJB, Palestine/PBC) gathered in Marseille from 25th to 27th February 2009, for the official launch of the project.

The 18 partner organizations will cooperate during three years so to set up the Med-Mem web site, that will be fed through 4000 digitized audiovisual documents on Euro-Mediterranean heritage, 300 notices of contextualization and 50 thematic files. Training and “good practices” guidelines in the juridical and in the archives' safeguard fields will be carried out in order to assure the project durability beyond February 2012.



RADIO COMMISSION The second co-production “Mythical Harbours of the Mediterranean” and «Kantara»

Starting from the successful experience of the first co-production «Portraits of Footballers», the Radio Commission of COPEAM – gathered in Tunis in February 2008, in Bucharest in May 2008, and in Rome in January 2009 – has launched the second series on the theme «Mythical Harbours of the Mediterranean». The project has been developed again with the executive production of France Bleu Frequence Mora and with the financial contribution of the Tunisian Radio, of RAI International and of the Algerian Radio.

The Mediterranean mythical harbours – thoroughfares, places of sharing, of exchange, of narrations, of intercultural dialogue, places that have been linking all the Mediterranean countries for centuries – have been chosen as guide-theme for their capacity of telling their stories.

In 2009, two phases have marked the achievement of the co-production, realized by 11 partners (the national public radios of Algeria, Croatia, Egypt, Spain, France, Greece, Italy, Morocco, Romania, Tunisia, Turkey): the meeting held in Rome last 19th January, thanks to RAI's invitation and under the Presidency of Robert Kudelka (Director of France Bleu Frequence Mora) and a Workshop on radio production hosted by the Radio Tunisienne, on the 16th and 17th March. This has represented the opportunity for the participants to experiment a multicultural approach to the different tech-



niques of realization and of mixing in the framework of the co-production.

The co-produced format «Kantara» has positively evolved and it is now based on on-the-ground reportages, with, in particular, an improvement

of the productions' quality. The radios participating in the programme wish to open it to other potential partners. Last, one episode per year of «Kantara» will be recorded in the framework of a Mediterranean Festival. Fès Festival has been envisaged for 2009.

Radio Workshop (Tunis, 16th-17th March 2009)



COPEAM 2009 «ON AIR» IN COLLABORATION WITH SAT2000

January – June 2009

In view of developing a Euro-Mediterranean channel, COPEAM carries on its action of promotion of the Mediterranean audiovisual products.

With this aim, it continues in 2009 the collaboration with Sat2000, Italian channel by satellite, in order to promote its activities as well as the ones of its members.

This cooperation consists in twice-monthly

rendezvous, from January to June, aimed at informing the international audience about the most innovative initiatives carried out by the Association.



TERRAMED ON AIR

April 2009

The pilot phase of TERRAMED – satellite promotional window of the Mediterranean-oriented programmes by EPTV (Algeria), France

Télévisions (France), Télévision Tunisienne (Tunisia), RaiNews24/RAIMED (Italy), RTVE (Spain), and Eutelsat/Skylogic as technical

partner – has started up in April 2009: one hour or programming each day (11 a.m. - 12 a.m. GMT+2) on the satellite channel RaiMed shared by the 5 partner broadcasters and devoted to selected programmes on culture, art, history, traditions, economy, tourism, food, environment, to be promoted in the whole Euro-Mediterranean region.

This experimentation aims at consolidating the partnership settled upon an innovative TV product that fulfils the targets of favouring multilateral and international projects as well as of promoting Euro-Mediterranean contents.

The official launching of TERRAMED by the partner broadcasters will take place in the framework of COPEAM Conference of Cairo (16-19 April 2009).

A study group on the feasibility and the development of TERRAMED's future permanent platform will be set up and the enlargement of the partnership to other COPEAM members is envisaged.

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TGR Mediterraneo

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