



COPEAM networking the Mediterranean area

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COPEAM AND THE INSTITUTIONS A PARTNERSHIP OF IDEAS

COPEAM PRESENTS ITS STRATEGIC ACTION PLAN TO THE UFM AMBASSADORS

In the framework of the meeting held on 30th September 2009 in Brussels, an audition was agreed to COPEAM, represented by its President, Emmanuel Hoog, before the Ambassadors of the Union for the Mediterranean.

On this occasion, the President illustrated the 10 strategic projects of the Association as found in the Final Resolution approved by the General Assembly in Cairo, in April 2009.

The governmental delegates of several countries expressed their appreciation for this strategic plan aiming at strengthening the Mediterranean audiovisual landscape.

Final resolution addressed to the Euro-Mediterranean Heads of State and Government Cairo (Egypt) - 19 April 2009

Structuring the Mediterranean Audiovisual Landscape

At the time of the digital revolution, new communication and media consumption prospects are emerging, leading to a deep transformation of the Mediterranean audiovisual landscape. COPEAM intends to accompany these changes by:

- The creation of a Mediterranean Audiovisual University;
- Supporting know-how transfer and reinforcing training and dialogue policy among the region's professionals;
- Encouraging the setting up of a shared juridical frame;
- The creation of a Mediterranean Media Observatory.

Developing and promoting the Euro-Mediterranean production

The challenge is to encourage partnerships in the field of production that are still too infrequent or non-existent. In the wake of cinema, which has the same ambition, broadcasters, authors, directors and producers must be committed and work in favour of the realization of co-production projects for radio and television. In this perspective, COPEAM proposes:

- Development of a frame-agreement aimed at multiplying multilateral co-production projects;
- Supporting production by developing multilateral co-productions;
- Adopting a tariff policy favouring the access to the Mediterranean archives.

Facilitating the flow of contents

Attentive to the broadcasters' editing and programming needs, COPEAM will identify and sup-

port the projects of common interest revealing all of the richness and the potentialities of the Mediterranean region.

- The creation of a Mediterranean television channel: TERRAMED;
- The enhancing of information exchanges through the development of Euromed-News project and ERN-Med programme;
- Implementation of a portal devoted to the "Mediterranean audiovisual memories": Med-Mem.



XVI Conference of COPEAM, Cairo

COPEAM MEMBER OF THE STRATEGIC COMMITTEE AND THE THINK TANK OF THE CULTURAL COUNCIL OF THE UFM

Since the summer of 2009, COPEAM is member of the Strategic Committee and of the Think Tank of the Union for the Mediterranean Cultural Council - officially established on 14th May of the same year - and attended all its meetings, particularly the launch meeting which was held on the premises of the French *Assemblée Nationale*.

Mr. Renaud Muselier, President of this Council, defines this institution as a lever for the projects of its members - Mediterranean cultural experts - through a labelling system. In this framework, it has been included also the Week of the Mediterranean programming initiative, organized by COPEAM as a media side event of the 2010 annual Conference of Paris.



Launch meeting of the Think Tank, Paris

COPEAM PROMOTES THE MEDITERRANEAN CHANNEL BEFORE THE UFM AMBASSADORS

In the continuance of COPEAM action in favour of the Mediterranean audiovisual sector *vis-à-vis* the intergovernmental political authorities such as the Union for the Mediterranean, a draft project on the development of a multilingual and multicultural Mediterranean channel - Project n. 8 of Cairo Final Resolution (April 2009) - was presented by the President and the Secretary General,

on the occasion of an audition before the Ambassadors of the UfM, on 12th January 2010.

The project was favourably greeted by the Ambassadors. The UfM Egyptian Co-presidency asked COPEAM to take in charge the definition of the project specifications, establishing the tasks and the preliminary operational steps regarding

the creation of the channel. This document could already be presented on the occasion of the Summit of the Heads of State and Government of the Union for the Mediterranean scheduled in June 2010, under the Spanish Presidency of the European Union.

COPEAM OBSERVER BEFORE THE CDMC OF THE COUNCIL OF EUROPE

The Steering Committee on the Media and New Communication Services (CDMC) of the Council of Europe accepted, on the occasion of its meeting held on 22nd October 2009, COPEAM request for the observer status. On 15th January 2010, the Committee of Ministers of the Council of Europe approved this decision.

This achievement can be regarded as an important step in the collaboration path that COPEAM and COE have built during the last years. In fact, these two organisations share the belief that media represent the key-tool to develop knowledge and awareness, and to promote cultural diversity, human rights, equal opportunities and

democracy, in particular considering the recent innovations occurring in media and cultural scenario. Indeed, these changes are making possible, nowadays, to overcome the geographical borders and traditional approaches to information and communication.

COPEAM STRENGTHENS AND RE-LAUNCHES ITS COOPERATION WITH THE ANNA LINDH FOUNDATION

The Secretary General of COPEAM, Ms. Alessandra Paradisi, and the Executive Director of the Anna Lindh Foundation, Mr. Andreu Claret, renewed their cooperation agreement on the occasion of the annual Conference of COPEAM in Cairo, in April 2009. This reinforced partnership will concern initiatives in the cultural and audiovisual fields.

The 2009-2011 strategic Plan of ALF indeed gives media a foremost role.

In this framework, Mr. André Azoulay, President of ALF, particularly expressed the official support of the Foundation to TERRAMED project.



Signature of COPEAM-ALF agreement, Cairo

Winners of the 2009 edition

- Alberto Arce (*Conflict Reporting*) for "A series of reports from Gaza" (El Mundo, Spain)
- Lisa Goldman (*Conflict Background*) for "What Israelis wanted to know about the war in Gaza" (Columbia Journalist Review)
- Ethar El-Katatney (*Press*) for "Identity Crisis" (Egypt Today)
- Chine Labbé (*Radio*) for "Exercer et produire le droit dans les territoires palestiniens: un combat continu" (broadcast by France-Culture)
- Martin Traxi (*TV Background*) for "Balkan Express" (ORF - Austrian Radio and TV)
- Ennio Remondino (*TV Documentary*) for "I popoli Dell'Arca" (RAI, Italy)
- ELAPH (*Special mention for new media*) - Arabic media based in UK

The Mediterranean Journalist Award: a concrete expression of the frame agreement

The Award - organized by ALF in partnership with COPEAM, and extended, since 2009, to the television, radio and Internet sectors - is the main competition, on a regional basis, for those journalists specialized in topics related to dialogue and cultural diversity.

Statement of Mr. André Azoulay, President of ALF: «Nowadays, media play - more than ever - an important role in terms of shaping perceptions throughout the Mediterranean space, a context in which journalists have the increased responsibility to work on a complexity of subjects related to the cultural diversity of this space».

Journalistic productions were selected by an international Jury composed of intellectuals and

media experts, recognized worldwide. Chaired by the well-known Lebanese writer Mr. Amin Maalouf, and led by Mr. André Azoulay, President of ALF, the Jury of the 2009 edition of the Award, in which COPEAM was represented by its Secretary General, met in Rome on 14th September in order to select the winners of this year.

Finally in Monaco, with the participation of His Majesty the Prince Albert II, the winners were prized during the Award ceremony.

Statement of Mr. Amin Maalouf, writer and President of the Jury: «I think that it is in the domain of culture that we have to find solutions. And this work could not be carried out but through the media. As for every kind of technology, it is necessary to adopt an ethical conduct».



The award ceremony, Monaco

DIALOGUE NETWORKING AND MEETINGS

MEDITERRANEAN WOMEN: THE MAN/WOMAN EQUALITY, A FOCUS FOR OUR ACTIONS

COPEAM Women Group is carrying on its action to promote gender equality in the Mediterranean audiovisual space, by acting along different lines of action: organizing debates and seminars; disseminating targeted information; supporting international and initiatives focused on the representation and the representativity of women in the media.

Round tables

In the framework of its campaign *"Women and Social Media"*, COPEAM Women Group participated actively in two of the most important events organized by RAI in 2009: two round tables were held in the framework of "Cartoons on the Bay" festival (3rd April, Rapallo - Italy) and "Prix Italia" (25th September, Turin - Italy).

The goal of both meetings – attended by bloggers, film-makers, audiovisual professionals – was to lay emphasis on the role media can play for young female viewers' identity building, to explore the evolution of the representation of women now and in the past, to question about the new role that can be envisaged for women through the creative use of new media.

The Action on the Social Media

The group actively supports the main campaigns / meetings/events for women in the Mediterranean through the COPEAM website and on Facebook pages *"Femmes Méditerranéennes"* and *"Femmes Journalistes Méditerranéennes"* whose number of subscriptions has been exponentially increasing. In addition to that, COPEAM facebookers have been analysed with the aim to single out their profile and the reasons inducing them to use social media.

Supporting International Campaigns

COPEAM Women Group currently supports several international projects with the objective (primary or secondary) of promoting the role of women in the media as well as a correct representation of the image of women in the media, in particular:

- **GMMP 2010** (*Global Media Monitoring Project*), a comprehensive study on the representation of



women in the media. Part of its results, collected in different countries of the area, will be presented at the annual meeting of the Women Group in April 2010 in Paris.

- The 2010 edition of the **UNESCO** campaign *"Women make the news"*, encouraging professional women to share their audiovisual experiences online, is annually launched on 8th March, the International Women's Day.

Thanks to the expertise gained in the Women Group, COPEAM gives its contribution in the **Euromed-News** project, whose section "Gender equality" has great importance for the success of the project.

The Women Group has made available to the project "gender equal" evaluation tools which enabled to collect a lot of information about the situation of gender equality in the various broadcasters involved in the project, at the same time allowing journalists to discuss on gender equality issues.



Blogs :
www.news-lab.net
www.copeam.org

Facebook :
womenandmedia@copeam.org
Femmes Journalistes en Méditerranée

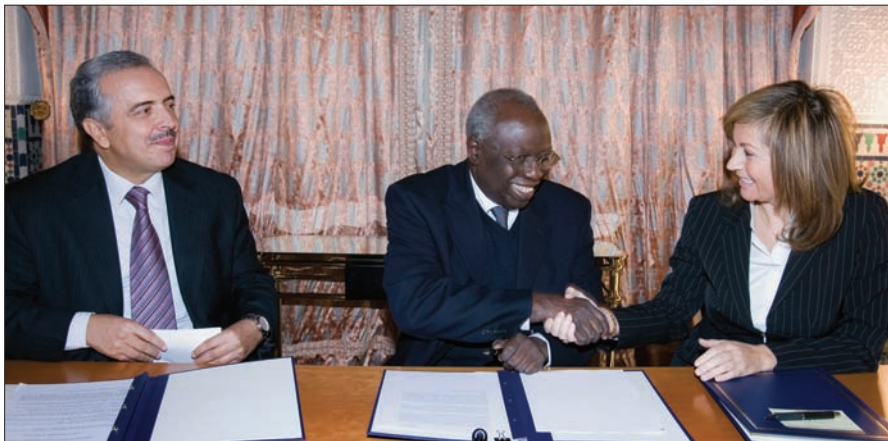
YouTube :
www.youtube.com/user/MediaAndWomen
Médias et Femmes

COPEAM FOR... FAO IN FAVOUR OF THE FIGHT AGAINST HUNGER

On the occasion of the World Food Day (16th October 2009), **FAO** signed cooperation agreements with COPEAM, ASBU and CIRTEF.

"Information has always been a key weapon in the fight against hunger and malnutrition. It will

become particularly important this year, which will be marked by many high level initiatives that, as I hope, will represent a turning point in this fight", declared Mr. Jacques Diouf, FAO Director General, when signing the agreement.



This cooperation framework aims at strengthening the raising awareness action through a

larger dissemination of information on core issues of FAO activities, such as food security, natural and environmental resources protection, right to food, improvement of peoples' living conditions, investment in agricultural, sustainable development.

After the World Food Day celebration and the World Summit on Food Security (16th - 18th November 2009), FAO-COPEAM agreement will cover the initiatives carried out by FAO throughout 2010, in particular the media campaign **"1 billion hungry: petition to end hunger"**

Info: www.1billionhungry.org/



COPEAM FOR... UNAOC PLURAL+ FESTIVAL

COPEAM and the **United Nations Alliance of Civilisations (UNAOC)** signed a partnership agreement about Plural+ Festival, a youth video festival exploring themes related to migration and diversity organised by UNAOC in collaboration with the International Organization for Migration and other international partners.



This Video Festival aims at recognizing the young people as agents of social change and at involving them by addressing questions on migrants integration, inclusiveness, identity, diversity, human rights and social integration. In addition to this, by awarding user-made and non-professional products, this initiative represents an interest-

ing opportunity to stimulate young people creativity and direct participation.

On 18th December, 2009, in coincidence with the International Migrants Day, a renowned International Jury prized the selected videos. The Award ceremony was held in the prestigious Paley Center for Media, in

New York City. COPEAM delivered a special prize to the Dutch video *"The Story Behind Just Another Nationality"*, on the basis of its capacity to promote inter-cultural dialogue in an innovative way. The author will be invited by COPEAM to attend and present her video during the annual Conference in Paris.

The awarded videos will be presented at festivals, at international conferences and events throughout 2010 and promoted on the Festival partners' websites and web platforms.



Ceremony at the Paley Center for Media, New York

COPEAM FOR... BIOVERSITY INTERNATIONAL

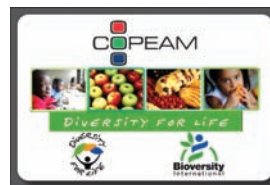
Convinced of the role and responsibility of media in disseminating fair information about sensitive subjects, such as environment, COPEAM supports national and international organisations' raising awareness campaigns.

In this framework, COPEAM signed, in February 2010, a media partnership agreement with **Bioversity International**, a non-profit and independent international research organization dedicated to encourage and support research and

other activities on the use and conservation of agricultural biodiversity worldwide.

COPEAM supports the global communication campaign "*Diversity for Life*", aiming at inspiring a new appreciation of agricultural biodiversity.

"*Diversity for Life*" campaign intends to inspire citizens to become Guardians of Diversity, and is de-



voted to supporting the activities and projects of individual actors, such as farmers and scientists, pursuing the conservation of plants and animals diversity, so critical to food security.

This campaign will culminate in 2010, the *International Year of Biodiversity*, with a wide range of activities targeting policymakers, schools and media.

ASBU-EBU-COPEAM TRIPARTITE MEETING

In the framework of ASBU General Assembly, held in Tunis from 16th to 18th December 2009, the representatives of the three sister Unions met, as usual, to debate around their several joint activities in training and co-production sectors and about the specific projects they carry out together.

A special focus was devoted to Euromed-News project - financed by the European Commission - particularly to make an intermediate assessment on the production, the broadcasting and the exchange of the programmes produced in this framework.



COPEAM AT THE CONFERENCE OF UNESCO ON BROADCAST MEDIA AND CLIMATE CHANGE

COPEAM Secretary General took part in the "*Broadcast media & Climate Change: a public service remit*" **UNESCO** Conference, that was held in Paris from 4th to 5th September 2009, as a speaker in the session "*Making climate knowledge accessible: networks and available resources*".

The session was focused on the importance of developing partnerships and synergies between institutions and media in order to strengthen the capacity of informing and raising awareness about climate change and environment. Partici-

pants presented their experience in this area and outlined the possibility of sharing relevant contacts, knowledge, and rights free content on climate change.

"With regard to all the known and unknown threats (considering that is an illusion to believe that we have access to all the information), I do not assist to a real information campaign addressing to the general public (think about the use of water). We cannot imagine a "good communication" being responsible, comprehensive and professional, without the willingness and the courage to concretely tackle the problem", affirmed

Ms. Paradisi while presenting a video realised by COPEAM showing by images the "idea of access" (to information) promoted by our Association. The Conference led to the adoption of the *Paris Declaration on Broadcast and Climate Change*. This Declaration stresses the role of the media in fighting climate change and its impacts through a more active, strategic and shared engagement in the climate change debate. It reflects a consensus on the importance of media in stimulating politic discussion and mobilising knowledge to empower societies to take informed decisions on options for mitigation and adaptation.

MED-MEM – MEDITERRANEAN AUDIOVISUAL MEMORIES

ENPI 228/150-924 – co-financed by EU

Partners and associates:

Ina (France) leading partner

COPEAM

EPTV (Algerian TV)

JRTV (Jordanian TV)

RAI (Italian TV)

SNRT (Moroccan TV)

MMSH (Maison Méditerranéenne des Sciences de l'Homme, France)

Bibliotheca Alexandrina (Egypt)

CMCA (Centre Méditerranéen de la Communication Audiovisuelle, France)

ERT (Greek TV)

ERTU (Egyptian TV)

HRT (Croatian TV)

IBA (Israeli TV)

LJBC (Libyan TV)

PBC (Palestinian TV) and the

Virtual Library of Palestine (UNESCO)

EBU (European Broadcasting Union)

Uninettuno (International Telematic University, Italy)

Med-Mem project proposes:

- free access to audiovisual archives through a trilingual website (English, French, Arabic), dedicated to the material and immaterial heritage of the Mediterranean;
- an approach privileging crossed glances at the Mediterranean big issues addressed to both young people and specialists;
- actions contributing to the implementation of policies aimed at safeguarding the audiovisual heritage in the Mediterranean basin.

First year of activities

Each partner has been equipped with a digitisation station in order to guarantee the safeguard - in a digital format - of the audiovisual archives. Almost 1000 audiovisual documents were selected in order to feed the first shared online database.

Med-Mem Meetings:

- “Digitisation” training

21 July 2009, Turin – Italy

Med-Mem partners met for the “Digitisation” training session hosted and provided by RAI, which represented a unique opportunity, for the professionals involved, to meet and share work practises.

The goal of such a training consisted in the presentation, the installation and the use of the digitisation station and of the ad-hoc software conceived for the Med-Mem project by RAI. Besides the unilateral transfer of skills, the homogeneity of the profiles and the experiences in the information technology field of the participating technicians and archives' managers allowed to start a shared reflection on the digitisation process and common needs in this field.

- “Indexing for Med-Mem” training

12-14 October 2009, Alexandria – Egypt

Med-Mem set up, at the Bibliotheca Alexandrina, the “Indexing for Med-Mem” training, addressed to about twenty archivists coming from 10 television partners, in order to improve the shared-access database of the Mediterranean heritage and digitize its audiovisual contents. The three-day training session consisted of practical exercises, using material from the audiovisual archives provided by the broadcasters.

- Coordination Meeting

11 November 2009, Amman - Jordan

This meeting, hosted by JRTV, was the occasion for the editorial committee (composed by about ten researchers specialists on Mediterranean issues) to submit their comments to the TV broadcasters in order to guide them in the selection process of audiovisual materials.

The first results of the study on the state of the bandwidth available in the Mediterranean were presented by the Jordanian TV.



Coordination meeting, Amman

EUROMED-NEWS

ENPI media - Europeaid/125907/c/ser/multi – financed by EU

Partners:

France Télévisions, COPEAM, ASBU, UER, EPTV (Algeria), JRTV (Jordan), SNRT (Morocco), ORTAS (Syria), Téléliban (Lebanon), ERTU (Egypt)

EUROMED-NEWS proposes:

«Informing people in the Southern Mediterranean countries about the actions supported by the European Union addressed to its neighbour countries, for the promotion of intercultural dialogue between the two shores». This is the mission of the Euromed-News consortium, which has been prolonged until the summer of 2010.

The success of Euromed-News is especially based on the stake, which has surely been won, consisting in making six southern Mediterranean public broadcasters work together on a daily basis, as well as in strengthening the circulation of audiovisual products in neighbour countries.

EUROMED-NEWS workshops

- Info days

15 and 16 April 2009, Cairo - Egypt

In order to facilitate the work and the coordination among the televisions involved in the Euromed-News project, two info days, addressed to editors in chief, journalists and heads of project from each organization partner, were held in parallel to the 16th Conference of COPEAM, with the participation of European Commission representatives.

- Production and news exchange workshop (hosted by EPTV)

4 and 5 May 2009, Algiers - Algeria

- News coordinators meeting

(hosted by SNRT)

25 July 2009, Rabat - Maroc

Two meetings aiming at ensuring an effective and regular coverage of current Euro-Mediterranean affairs in the countries of the Southern side and coordinating the work among Euromed-News editors in chief and journalists,

communication officers of EU Delegations in the neighbour countries and coordinators in charge of the regional news exchange program of EBU, ERN-Med.

- Magazines' co-production workshop

(hosted by EPTV)

13 -19 June 2009, Algiers - Algeria

Starting from the rushes shot in their own countries, Euromed-News journalists in charge of magazines met in Algiers during one week in order to co-produce four intercultural magazines focusing on different topics, such as health, tourism or gender equality.

- Documentaries workshop

(hosted by ASBU)

29 June - 1 July 2009, Tunis - Tunisia

Three days of study and cooperation allowed Euromed-News teams to settle the basis for the production of a «collection» of nine documentaries aiming at portraying the human side of the EU Neighbourhood Policy programs in the Mediterranean, through direct beneficiaries' testimonies in different involved countries.

Gender equality

The transverse "Gender Equality" strategy involves all the aspects of the Euromed-News initiative, with regard to the composition of operational and coordination teams as well as to the topics dealt with in the TV productions.

The objective of this strategy is to encourage, through the media involved, a reflection about the place and the role of woman in Southern Mediterranean societies and to promote an image going beyond all the clichés and stereotypes.

Archive workshop, Tunis



RADIO CO-PRODUCTIONS - «THE WAVES FOR THE MEDITERRANEAN» First operational meetings

Presented in the framework of the Call for proposals ALF/CFP/2009/LTP/146 of the Euro-Mediterranean Anna Lindh Foundation, the radio cooperation project “The Waves for the Mediterranean” was launched on December 2009 and will be closed on August 2011.

Co-financed by **ALF**, this program brings together six partners - the **Tunisian Radio** as project leader, **Radio France (France Bleu Frequence Mora)**, **ENRS** (Algeria), **SNRT** (Morocco), **ESAV** (School of Visual Arts of Marrakech - Morocco) and **COPEAM** as coordinator.

The project aims at developing and perpetuating Euro-Mediterranean radio co-productions and at supporting mobility for the young professionals of the sector.

As for the contents, the action focuses on *Kantara* radio program and on its development into a weekly information magazine, as well as on the realisation of two radio series, to be co-produced by the members of COPEAM, about themes promoting dialogue in the Euromed region. The support to professionals of the radio sector and to the mobility of journalists producers is achieved through the organization of eight training/co-production workshops hosted by the partners.

First operational meetings

The 10 meetings included in the program will be in turn organised in Tunis, Algiers, Marrakech, Rabat and Bastia, between January 2010 and July 2011.

Three meetings already took place:

- The launch meeting hosted by the Tunisian Radio (Tunis, 19th January 2010), gathering all the partners;
- The first workshop regarding *Kantara*, focusing on the optimization of the magazine's production techniques (Tunis, 20th and 21st January 2010);
- The first meeting of the new radio co-production, whose chosen subject is “*The Mediterranean: lives of yesterday, lives of today*” (Algiers, 16th and 17th March 2010). Starting from a pilot episode, this workshop was the occasion to define together the episodes production techniques and standards.

“Kantara” program

Upon invitation of the Moroccan radio, Rabat Chaîne Inter, and in the framework of COPEAM Radio Commission, on Sunday 17th May 2009 in Rabat, Morocco, the 400th episode of *Kantara* was recorded, also celebrating, on that same occasion, its 10th anniversary. That day, five

radio partners of the magazine (**Radio le Caire, Radio Tunis Chaîne Internationale, Radio Algérie Internationale, Rabat Chaîne Inter and Radio France/France Bleu Frequence Mora**) met for a public record a special episode about the harbour of Bourgreg in Salé, on board of the sailing ship The Bélem.

Statement of Mr. Pierre Mari, executive producer of Radio France/France Bleu Frequence Mora: «On the occasion of our historic meeting in Rabat, we discussed about the future of Kantara and put forward the necessity for the magazine to evolve, in order to become a real appointment of Mediterranean international information, broadcast from the East to the West, from the South to the North of the region».

Through the “Waves for the Mediterranean” project, the structure of the programme will change from now to 2011 as for its periodicity (it will become a weekly magazine co-produced by all partners), as for the number of partners (it will increase from five to seven starting from the end of 2010) and as for its modus operandi (the role of *Kantara* producer-editor in chief will be rotating).

“The Mythical Harbours of the Mediterranean” coproduction workshop, Tunis



TERRAMED: A SUCCESSFUL EXPERIMENT

Terramed is one of the 10 strategic projects adopted by the General Assembly of COPEAM convened in Cairo in April 2009.

Promoting Mediterranean-oriented programmes produced by some public channels of the countries of the two shores through a satellite “window” facilitating their visibility in the region. This is the objective shared by several televisions, including **RAI (RaiNews24)** - Italy, in charge of technical coordination, **France Télévisions**, **EPTV** - Algeria, **Télévision**

Tunisienne, **TVE** -Spain, and **Skylogic/Eutelsat** as technical partner. In 2010, **ARTE France** and **PBS** - Malta also joined them.

The first months of experimentation – broadcasting on the satellite channel **RaiMED** everyday (starting from March 2010, the one hour space devoted to Terramed has been doubled: at 1.00 p.m. and 8.00 p.m., Italian time) – showed the feasibility and the solidity of the North-South partnership, the existence of a rich base of programmes having a “Mediterranean” content and

the possibility to adopt common production and realization standards. More globally, this first phase proved that beyond national differences and specificities, a common thread exists between the numerous “Mediterranean-oriented” programmes in the schedule of the channels of the region.

A first outline of a new television, providing a rich mosaic of images and sounds and promoting culture, art, history, archaeological heritage, nature and traditions of the Euro-Mediterranean space.



Finalization of the Series “The Mythical Harbours of the Mediterranean”

The second radio series coproduced by COPEAM has been finalized. On the occasion of the Radio Commission meeting - held at the Tunisian Radio headquarters on 19th January 2010 - the double CD, produced and financed by Radio France/France Bleu Freqenza Mora, with a support by RAI International, including the 12 finalized episodes of the series, was presented and distributed to the members.

The participants highlighted the quality of the reportages and the value of the subjects treated, while emphasizing the crucial role played by the co-production workshop in defining a common point of view, a narrative file rouge connecting the different episodes of the series.

This wide co-production, which includes 11 radio partner, enabled to consolidate the acquired knowledge and move towards a shared work methodology. It will be presented on the occasion of the Paris Conference.

TV COPRODUCTION «INTER-RIVES II: GLANCES OF CHILDREN»

“Inter-Rives II: Glances of children” is the second **COPEAM-ASBU TV** coproduction. This is a new step of the audiovisual cooperation, following the success of the first series, toward the strengthening of Euro-Arab and Mediterranean co-productions, this being one of COPEAM strategic objectives.

The idea behind this second experience is opening a window on the world through the unusual, amused and sensitive glances of children as well as presenting, thanks to the cultural diversity of these young protagonists, a manifold and various vision of life and its problematic issues.

The co-producers of this series are **RAI, Al Jazeera Children, ORTAS** (Syria), **EPTV** (Algeria),

RTVE (Spain), **SNRT** (Morocco), **ERTU** (Egypt), **Al Manar** (Lebanon), **San Marino RTV, PBS** (Malta).

The two workshops were organized in Tunis, at the headquarters of ASBU (20th to 24th July 2009 and 11th - 13th January 2010). These meetings enabled to develop a common shooting and production charter, to establish a list of the subjects to be treated and define the production schedule until the delivery of the series.

The works were carried out under the direction of three experts - Mr. Sampiero Sanguinetti (executive producer of the series for COPEAM), Ms. Schewekar Khalifa (ERTU) and Mr. Emilio Casalini (RAI) - under the coordination of ASBU and COPEAM representatives.



EXPERTS' STATEMENTS:

Mr. SAMPIERO SANGUINETTI, executive producer of the series for COPEAM:

«The teamwork has led to a real exchange between the participants, to extremely rich debates, to a better mutual knowledge and, in my opinion, also to the creation of a team that wants to continue the experience and to deepen this work of mutual understanding».

Mr. EMILIO CASALINI (RAI):

«“Inter-Rives II” represents a new step in the process of fostering closer ties between countries with different cultures: this coproduction embodies the effort of talking, by a common language, about the different souls living together in the Mediterranean, and this effort was made exactly through the eyes of those who less perceive these diversities: the children».

Ms. SCHEWEKAR KHALIFA (ERTU):

«I participated in other international co-productions, but “Inter-Rive II” represents, in my opinion, an innovative orientation in this field. This consists in the exploration of different subjects related to culture, tradition and other civilisations through the innocent and curious points of view of children».



TRAINING A MULTILATERAL APPROACH

THE STRATEGIC AXES OF THE TRAINING COMMISSION

In the framework of the Strategic Action Plan of COPEAM, which was adopted by the General Assembly in Cairo in April 2009, two projects concern the activities of the Training Commission:

- **Creation of a Mediterranean Audiovisual University (MAU):** a working group, coordinated by COPEAM and INA, is currently preparing a draft to be presented at the 17th Conference of COPEAM. The MAU consists in the creation of a space for sharing and exchanging resources for education and training in the field of audiovisual professions. Its purpose is to train tomorrow's audiovisual professionals in the Mediterranean region and promote the establishment of a network of excellence, thereby facilitating dialogue bet-

ween the academic and the media sectors. A rich partnership of institutes and universities from different North and South Mediterranean countries, dedicated to careers in image and sound, compose the steering committee of the project.

- **Supporting know-how transfer and reinforcing training and dialogue policy among the region's professionals:** this project is based on the consolidation of skill transfer between audiovisual professionals and the development of innovative regional projects, particularly in the areas of cross-media and intercultural journalism (axis developed in the framework of the *University of COPEAM* and the *News-Lab* project in 2008), new media, and new TV formats (topic

which were the focus of the training sessions organized at the Training Center of ASBU).

All these topics were discussed at the last meeting of the Training Commission in Tunis on 23th February 2010.

In the spirit of contributing to the harmonization of supply and demand in this domain, and to set up a monitoring activity on training needs, COPEAM submitted to the International *Program for Development of Communication (IPDC)* of **UNESCO**, a project to perform an initial audit with South Mediterranean radio-TV broadcasters, completed with an "inter-sector" workshop with media/training organizations of the region. A financial support for this initiative was granted in February 2010.

"MAKING TV FORMATS" COPEAM-ASBU TRAINING WORKSHOP

The 2009 session of the COPEAM-ASBU workshop on the writing of new TV formats was held at the Training Centre of ASBU in Damascus, from 15th to 19th November.

The overall goals of this fifth session were to provide participants with working methods to be applied in their everyday professional environment; to coordinate the conception of a new TV format in all its aspects; to encourage teamwork and exchange starting from the ideas and the professional experiences of the participants.

The final goal - achieved by the group - was to jointly develop a TV format of cultural entertainment (edutainment) corresponding to the public service mission of the broadcasters and in har-

mony with the modern and "catchy" language of the audiovisual product.

The 15 participants came from **COPEAM** and **ASBU** broadcaster members, such as **SNRT** - Morocco, **EPTV** - Algeria, **TV Sudan**, **Syrian TV**, **Yemen TV**, **Al Manar** - Lebanon, and **TV Kuwait**.

The teaching method used by the expert responsible for this training, Mr. Paolo Taggi, all along the course was based on the «TV formats DNA» theory and on his book **"The format Box"** issued, in Italian language, by RAI in 2009. Encouraged by the positive results experienced in this session, COPEAM, in collaboration with RAI, has developed an Arabic version of the book that will be officially presented on the occasion of the annual Conference in Paris.





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