



COPEAM

ANNUAL ACTIVITY REPORT 2015



## FIND US ON



[www.copeam.org](http://www.copeam.org)



facebook



twitter



You Tube



SOUNDCLOUD

# EDITORIAL

*2015 was a pivot year, during which many important events took place, leaving their positive or negative mark everywhere in the world: among others, the massive displacements of people, often dramatic; the inauguration of new infrastructures fostering the exchanges in the Region; the announcement of an extraordinary Jubilee; the tragic crisis in Syria and Iraq; the hundreds of people drowned in the Sea; the COP21 for the planet safeguard.*

*And us, the Media, what assessment can we make of the last year ? We are entrusted with the major responsibility of informing our audiences about these issues with a unifying spirit, of promoting the mutual knowledge between peoples through a correct and pluralistic information, going - with our efforts - even beyond our conventional mission.*



*This is why us, the responsible Media, we firmly believe in cooperation and in the importance of persisting on this fruitful ground we have been nourishing together during these years of shared activities; a ground on which, already at the beginning of 1996, 20 years ago, we laid the foundations for a permanent, solid and promising dialogue.*

*Today COPEAM, made strong by this will, has become a network of different but united spirits, capable of being in tune with the current events and translating them, over time, into the numerous initiatives and projects at the heart of our Association.*

*This is why we chose the Refugees as the leitmotiv of 2015: a global and very urgent tragedy that was the central subject of our last conference in Malta, of a partnership with the UNHCR on the occasion of the World Refugee Day, and of our co-production activities.*

*This is why we have proposed, for our annual gathering in 2016, Youth as main topic: a breath of hope for all of us, a generation that everybody has the duty to support in its human, cultural and professional growth. It is our will and our wish for the future.*



# TV CO-PRODUCTIONS



## STORIES OF TRAVELS AND SEAS: THE FIFTH EDITION OF INTER-RIVES TV CO-PRODUCTION

**INTER-RIVES V**  
Stories of travels and seas



Following the success achieved by the last Inter-Rives series devoted to sports, COPEAM and ASBU launched the 5<sup>th</sup> edition of this documentary international co-production. 14 broadcasters belonging to the two networks are part of this new project.

The series will consist in human portraits related to travels and seas. These stories and their protagonists will convey a plural and complex picture of the sea as not only a place of death and pain - as the terrible current tragedies from the Mediterranean are telling us - but also a space for exchanges and hopes, where the traveller, the migrant, the displaced people carry positive messa-

ges, energies and values, today as in the past.

To kick off the project, the 14 film directors, the 2 experts, the executive producer and the COPEAM-ASBU coordination team gathered in the first coproduction workshop, at ASBU headquarters in Tunis, on the 10<sup>th</sup> and 11<sup>th</sup> November 2015, in order to identify the specific subject for each documentary and to set up the editorial guidelines and the technical rules of the series.

Inter-Rives 5 will end in 2016 with the final co-production workshop to be held in Rome in June, followed by the post-production work and the documentaries' broadcast by the partner TVs.

### TV CO-PRODUCERS

**EPTV** (Algeria), **ERTU** (Egypt), **HRT** (Croatia), **RAI** (Italy), **RTSI** (Switzerland), **RTVE** (Spain), **RTVSLO** (Slovenia), **RTV Vojvodina** (Serbia), **PBC** (Palestine), **PBS** (Malta), **RTV** (San Marino), **SNRT** (Morocco), **Tunisian Television** (Tunisia), **TRT** (Turkey).

RADIO CO-PRODUCTIONS

Throughout 2015, COPEAM maintained its constant support to the three weekly magazines co-produced in the framework of its Radio Commission.

On one side, coordination meetings were organised in Malta, on the occasion of the COPEAM annual Conference, and in Marseille (October 2015), in the framework of the partnership agreement signed with the AVITEM - Villa Méditerranée.

Further to this, COPEAM, in collaboration with its partners and thanks to the involvement of its members and of the Presidency of the Radio Commission, assured as well the recording of *Kantara* and *Mediterradio* special episodes in the framework of media partnerships related to major Mediterranean events.



## COULEURS MUSICALES

In the framework of the partnership between the Radios Francophones Publiques (now Médias Francophones Publics) and COPEAM, the radios associated to the latter took advantage, in terms of broadcasting, of the 1<sup>st</sup> edition of the series *Couleurs Musicales*, developed by RFP and CIRTEF. This series is dedicated to the new talents of the contemporary music from French-speaking countries of Europe, of Sub-Saharan Africa, of Asia and of North America.

This opportunity naturally evolved in the participation of COPEAM radios in the 2<sup>nd</sup> edition of the series. Currently in the production phase, it gathers partners from all over the world, thus enriching our members offer and promoting music diversity in the French-speaking areas.

On COPEAM side, the radios involved are SNRT (Morocco), the Tunisian Radio, Radio Le Caire (Egypt), Radio Romania International and Radio Exterior de España.

## KANTARA

Historical magazine created in 1999, it currently gathers 6 public radios around the Mediterranean and covers every week the major current issues in the region. With its unique longevity, *Kantara* is an exception in the radio cooperation field. In the current scenario, it appears to be a stronghold of resistance dedicated to the Euro-Arab intercultural dialogue, allowing French, Moroccan, Egyptian, Algerian, Tunisian, Spanish audiences to learn and debate in a constructive context of mutual knowledge.

## RADIO CO-PRODUCERS

**France Bleu RCFM / Radio France** (France)  
*co-founder and executive producer*  
Thomas Brunelli

**Chaîne Inter / SNRT** (Morocco)  
*co-founder*  
Nadira Belkhoutout

**RTCI / Radio Tunisienne** (Tunisia)  
Mayada Shili

**Alger Chaîne 3 / EPRS (Algeria)**  
Lynda Bouadma

**REE / RTVE (Spain)**  
Iman Ouenzar

**Radio Le Caire / ERTU (Egypt)**  
Dina Abdel Mequid

This year too, *Kantara* covered the major events marking the current affairs of the partner countries.



# RADIO CO-PRODUCTIONS



## MEDITERRADIO

Launched in its current version in 2013, *Mediterradio* is an atypical magazine with an affirmed journalistic ambition. Through the will of dealing with news devoted to the Franco-Italian islands of the Mediterranean, it innovates by both its international and local scopes, by creating a link and local cohesion while not neglecting the global context. Based on the mutual understanding between Italians and Corsicans, the magazine gathers insular listeners to maintain and reinforce the natural relationships which unify them.

### RADIO CO-PRODUCERS

**France Bleu RCFM / Radio France** (France)

Thomas Brunelli

**RAI Sicile / RAI** (Italy)

Salvatore Cusimano

**RAI Sardinia / RAI** (Italy)

Vito Biolchini

Thematically, this 3<sup>rd</sup> season was marked by events related to migration in the Mediterranean basin and by the terrorist attacks in Paris. However, more than 300 subjects were aired.

## MUSICAMED

Initiated in September 2014, *MusicaMed* is dedicated to the contemporary Mediterranean music, making the audience discover the variety and the trends of the various national scenes in the Region. Based on a European-Maghreb partnership, the first pilot season just ended with the broadcasting of about fourty episodes. The second season is coming soon.

### RADIO CO-PRODUCERS

**France Bleu RCFM / Radio France**

(France)

*co-founder and executive producer*

Marie-Josée Torre

**Chaîne Inter / SNRT** (Morocco)

*co-founder*

Amine Berrahou

**RTCI / Radio Tunisienne** (Tunisia)

Afef Ayala

**Alger Chaîne 3 / EPRS** (Algeria)

Amel Feddi

**RNE / RTVE** (Spain)

Ana Vega

**Radio RAI / RAI** (Italy)

Marzia Puleo (Rai Sicily)

Stefano Fozzi (Rai Sardinia)

Discover the magazine podcasts on:





# TRAINING

## COPEAM-EIB TRAINING WORKSHOP FOR JOURNALISTS ON CLIMATE CHALLENGES AND SUSTAINABLE DEVELOPMENT

*Tunis, 16-17 December 2015*

With the support of the EIB – European Investment Bank and in collaboration with ASBU, COPEAM organized in Tunis, on 16 and 17 December 2015, a 2-day training workshop on “Informing and raising awareness about climate challenges and sustainable development”.

Journalists from EPTV/Algeria, EPRS/Algeria, PBC/Palestine, Radio Tunisienne, SNRT/Morocco, TéléLiban, and Télévision Tunisienne attended this session aimed at improving their knowledge and their reporting skills related to environmental and climate change issues.

Three experts from the journalistic, institutional and scientific areas - Kevin Burden, journalist and media consultant with a 20-year BBC career; Daniel Cebrian, marine biologist and SAP/BIO programme coordinator at UNEP/MAP; Yadh Labbene, climate change expert and activist - interacted with the beneficiary journalists by providing them with different viewpoints and with specific content about the main global and regional challenges, with particular consideration of the Paris COP21 Conference results, ended on 11 December 2015.



## AN ACTION PLAN IN FAVOUR OF THE MEDITERRANEAN CINEMA SCHOOLS

The three cinema schools members of COPEAM - ALBA (Beirut), ESAC (Tunis), ESAV (Marrakech) - and the International Telematic University Uninettuno (Rome) have launched an action plan aimed at developing a long-term concrete cooperation.

Following the fruitful work meeting held in Beirut in May 2015 and hosted by ALBA, some common challenges and joint actions have been identified in order to favour the students and teachers' mobility, the organisation of shared workshops, the setting up of regional master degrees in some strategic and innovative fields, - such as the TV series writing - and of promotional and market-accessing tools for the students' works.

In this framework, a specific TV programme devoted to the schools' films and to their young directors will be conceived, produced and broadcast on the Uninettuno's educational satellite channel. The students in graphic arts coming from our three schools participated in a contest for the development of the graphic identity of the mentioned programme.



# TRAINING

## TRAINING SESSION ON CULTURAL DOCUMENTARY AT ERTU

*Cairo, 8-13 February 2015*

In the framework of the training sessions that ERTU - Egyptian Radio and Television Union organised and hosted in 2015, COPEAM contributed to the first workshop on cultural documentary held in Cairo from 8 to 13 February 2015. Thanks also to the support of EBU, COPEAM provided an expert, Manuela Gasbarroni - journalist, film director and producer - and a tutor to train 24 film directors coming mainly from ERTU, but also from the public TVs of Sudan, Saudi Arabia, and Morocco.

After an introductory overview about cultural documentary genre's main features and production process, along with the screening of some successful examples dealing with cultural topics, the trainees conceived and produced a 20' documentary on the Sawi Cultural Centre in Cairo. From the interviews' planning to the final editing, the participants worked in teams under the coordination of the trainer to discover and tell the life and the protagonists of this interesting cultural place at the heart of Cairo.

## 3<sup>RD</sup> COPEAM-TRT FORUM ON TRAINING STRATEGIES

*Ankara, 24-25 February 2015*

COPEAM and TRT-Turkish Radio and TV Corporation have been organising since 2013 an annual regional meeting in Ankara, at TRT headquarters, devoted to training strategies' planning and implementation in the Mediterranean radio and TV public broadcasters.

The meeting is addressed to the training and HR executives and is aimed at promoting regional networking among professionals, peer-to-peer exchanges, knowledge sharing and good practices dissemination in this sector. The 2015 edition of this 2-day seminar was focused on "Training needs assessment and training evaluation: Tools and Methods" and centred on case-studies' analysis and concrete exchange of experiences between participants.

**Theoretical session:** to introduce the topic, some experts from both the media and the academic domains analysed the main goals, tools and methods of the training needs assessment and of the training evaluation within a radio and TV broadcaster.

**Working group/mutual learning:** the participants were divided into 2 working groups, each one moderated by an expert, so to activate a professional and media/university intersectoral exchange, to analyse the existing good practices, to identify the common problems and challenges, the adopted solutions, the needed improvements.

**Case study:** a study group presented the results of the pilot project "Job evaluation, training needs analysis and training evaluation", conducted within the TRT training department about 5 technical trainings organised for the TRT staff.





# GENDER & MEDIA

## AN INTERNATIONAL COOPERATION FRAMEWORK TO REACH GENDER EQUALITY IN THE MEDIA

From 7 to 10 December 2015, COPEAM took part in two main events on gender and media, at Palais des Nations in Geneva.

The first one was the "International development cooperation meeting on gender and media", organized by UNESCO in cooperation with the Government of Greece, GAMAG (Global Alliance on Media and Gender), ITU, UN Women, OHCHR and other UN organizations.

This meeting was followed by the first General Assembly of GAMAG, gathering stakeholders and members from all over the world to carry forward the resolution of the previous meeting and to commit for actions on key areas.

In this framework, COPEAM contributed to the debates by presenting relevant and replicable cooperation activities in two main domains: that referred to the broadcasters' capacity building reinforcement in gender equality and women's empowerment fields; the other concerning TV and radio co-productions aimed at promoting a non-stereotyped media narration and a cross-cutting gender approach, bringing as a good practice the Euro-Arab documentary series "Inter-Rives IV: sports without borders".

The first workshop was organised in Tunis on 28 and 29 September 2015. The event marked the beginning of a mutual-learning process aimed at defining common obstacles and challenges and highlighting similarities between the beneficiary organizations. The participants identified concrete and feasible goals to be achieved by the end of the project, thanks also to the sharing of replicable good practices.

The second workshop was held in Amman in January 2016, while the outcomes of the overall activity will be presented during COPEAM annual Conference in Ajaccio, in April 2016.

### PARTICIPATING BROADCASTERS

**EPTV** and **EPRS** (Algeria), **ERTU** (Egypt), **JRTV** (Jordan), **PBC** (Palestine), **SNRT** and **2M** (Morocco), **TéléLiban** (Lebanon), **Tunisian Radio** (Tunisia)

## THE SOUTH-MEDITERRANEAN PUBLIC BROADCASTERS FOCUS ON GENDER POLICIES

Within the framework of the EU-funded project MedMedia, led by BBC Media Action, COPEAM has set up a multilateral "peer-to-peer" exchange to strengthen the capacity of nine public broadcasters - EPTV and EPRS/Algeria, ERTU/Egypt, JRTV/Jordan, PBC/Palestine, SNRT and 2M/Morocco, TéléLiban/Lebanon, Tunisian Radio/Tunisia, - in favour of gender equality and women's empowerment in their respective internal policies.



# EVENTS & PARTNERSHIPS

## ASBU-COPEAM-EBU TRIPARTITE MEETING

*Tunis, 10 December 2015*

At the conclusion of the 35<sup>th</sup> General Assembly of ASBU (Arab States Broadcasting Union) – held in Tunis last December 10 – the three Unions ASBU-COPEAM-EBU met again to make an assessment of the cooperation projects developed together in the fields of coproduction, of training and of news and programmes' exchanges. Ingrid Deltenre, Director General of EBU, Abdelrahim Suleiman, Director General of ASBU, and Pier Luigi Malesani, COPEAM Secretary General, took part in the works, also attended by the representatives of the common members.



## COPEAM AND THE ANNA LINDBH FOUNDATION STRENGTHEN THEIR PARTNERSHIP

The partnership agreement between the Anna Lindh Foundation and COPEAM was renewed in October 2015, based on new cooperation lines.

Beside the Journalist Mediterranean Prize, in its 9<sup>th</sup> edition counting COPEAM again as a Jury member and media partner, the two Organisations are collaborating for the preparation of the 3<sup>rd</sup> Mediterranean Forum of the ALF to be held at the end of 2016 in Malta and for the promotion of the Euro-Mediterranean audiovisual works, particularly through programmes' translation.

- **THE MEDITERRANEAN JOURNALIST AWARD**
- **DEBATE TO ACTION MEDIA CAMPAIGN**
- **THE 3<sup>RD</sup> MEDITERRANEAN FORUM OF THE ANNA LINDBH FOUNDATION**
- **CREATIVE WORKS' TRANSLATIONS**



## COPEAM WITH UNHCR FOR THE WORLD REFUGEE DAY

Building on the resolution of COPEAM annual Conference of Malta (26-28 March 2015) and on the occasion the World Refugee Day (20 June 2015), COPEAM produced a 30" video in several languages (Arabic, English, French, Italian) in collaboration with UNHCR, the United Nations High Commissioner for Refugees.

This initiative gathered a large consensus among COPEAM broadcaster members that aired the spot in 13 countries of the Mediterranean area. It was also made available to the EBU (European Broadcasting Union) network and on the ERN-Med and ASBU Menos exchange platforms.

Finally, in the framework and during all the 72<sup>nd</sup> Venice International Film Festival, the spot was broadcast on the screens of the Venice Film Market.





# EVENTS & PARTNERSHIPS



## COPEAM AT PRIX ITALIA 2015

*Turin, 21 September 2015*

On 21 September 2015, in Turin, COPEAM organised a workshop on "The Euro-Arab TV co-production" in the framework of the 67<sup>th</sup> edition of Prix Italia of RAI.

The workshop focused on the role played by such co-productions in the promotion of mutual knowledge of the different cultural and professional realities to counter the ignorance of the other and the fear of diversity, factors causing division in both European and Arab societies.

The day after, a meeting devoted to the presentation of the results of the Global Media Monitoring 2015 took place, followed by a debate around the analysis of the data and their framing in the international context, the professional policies and practices and the language strategies.

Finally, the President of COPEAM took part in an institutional session organised by RAI and devoted to the role of the public media facing the migratory phenomena.

## SIGNATURE OF AVITEM/VILLA MÉDITERRANÉE - COPEAM AGREEMENT

*Marseille, 23 October 2015*

On the occasion of the Radio Commission meeting, on Friday 23 October, Villa Méditerranée / AVITEM and COPEAM - in the presence of Mr. Valero (Director of AVITEM), Mr. Nicola Caligiore (COPEAM Vice Secretary General) and Mr. Hervé de Haro (President of COPEAM Radio Commission) - signed a partnership agreement defining the terms of the media cooperation in the Provence-



Alpes-Côte d'Azur Region, in Corsica, in France and in the Mediterranean, thus giving complementarity to the actions of both COPEAM and AVITEM-Villa Méditerranée.

This agreement will create concrete synergies in an exceptional venue through networking activities between the different Mediterranean actors in the field of cooperation and intercultural dialogue.





# EVENTS & PARTNERSHIPS

## PLURAL+ 2015: COPEAM SPECIAL PRIZE



Since 2009, COPEAM has been supporting the PLURAL+ video Festival, organized by UNAOC and IOM, in cooperation with a wide number of international partners.

In the 2015 edition, COPEAM assigned its special prize to “Story of Hakeem” by Osama Hamouda, on the basis of the following motivation:

“Through the use of a basic cartoon-technique, the author of the video shows the various reasons why the young people from Sudan are obliged to leave their country.

Thanks to his ironic animated illustration, he is able to convey a very complex message on migration!”

The winner will be invited to present his work during the 23<sup>rd</sup> COPEAM annual Conference in Ajaccio.

## THE BINMEN OF THE MEDITERRANEAN #3 EDITION

30 May 2015

On 30 May 2015 the Algerian and Tunisian public radios invited their audiences to take part in the 3<sup>rd</sup> edition of the “Binmen of the Mediterranean”, a media and ecological event initiated by the Algerian Radio EPRS, which organised successfully its 10<sup>th</sup> national edition involving, thanks to a wide radio coverage, thousands of auditors and volunteers from the civil society to contribute to the costal cleaning of the participating cities.

At its second year, the Tunisian Radio exceeded any expectations, mobilizing more than 6000 volunteers. Globally, more than 12155 KG of wastes were collected and treated. Congratulations to all participants and see you in the next edition in spring 2016.



## CALL FOR FILMS

On the occasion of the 22<sup>nd</sup> COPEAM annual Conference on Refugees, a call for films on this topic was launched towards the network's TV members. The collected works were then edited together for the production of a video on Refugees screened during the plenary session of the Conference.

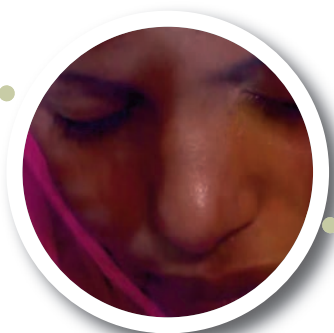
## 22<sup>ND</sup> COPEAM ANNUAL CONFERENCE - MALTA, 26-28 MARCH 2015

*"The Mediterranean and the exodus of populations: the role of the media"*

## FINAL RESOLUTION OF 2015 COPEAM CONFERENCE ON MEDIA AND REFUGEES

Mobilizing the media to promote adequate, correct and complete information about migration.

# 2015 YEAR DEVOTED TO REFUGEES



## COPEAM - UNHCR FOR THE WORLD REFUGEE DAY

Building on the 2015 Conference resolution, COPEAM, in cooperation with the UNHCR, produced a TV and radio spot aired by COPEAM broadcaster members in 13 countries of the Mediterranean basin.

## COPEAM - ASBU TV CO-PRODUCTION INTER-RIVES 5

A TV series composed of human portraits conveying a complex image of the sea as a space of exchanges and hopes where the traveller - immigrant, displaced, refugee - carries positive messages and values.

**2015 Floriana (Malta)**

*The Mediterranean and the exodus  
of populations: the role of the media*

**2014 Tunis (Tunisia)**

*The Mediterranean: reshaping cooperation*

**2013 Cagliari (Italy)**

*The Mediterranean between economic crisis  
and socio-political changes: the floor to the media*

**2012 Marrakesh (Morocco)**

*Changes in the Euro-Mediterranean societies:  
the Media on the move*

**2011 Ayia Napa (Cyprus)**

*A shared Mediterranean audiovisual landscape.  
New challenges for COPEAM after 15 years of action*

**2010 Paris (France)**

*The Mediterranean Audiovisual Stake*

**2009 Cairo (Egypt)**

*Union for the Mediterranean:  
the media action for a union of projects*

**2008 Bucharest (Romania)**

*Media and new intercultural challenges:  
Mediterranean without frontiers*

**2007 Dead Sea (Jordan)**

*Mediterranean: another way of communicating*

**2006 Palermo (Italy)**

*Objective 2010: the Mediterranean region, a privileged space  
of free circulation of people, of ideas and of audiovisual works*

**2005 Seville (Spain)**

*Gens Mediterranea. New Faces,  
New Societies: New Communication?*



7-9  
APRIL  
2016



**2004 Perpignan (France)**

*Virtual and real Mediterranean. The audiovisual,  
reflection of the reality or virtual reality*

**2003 Ćavtat (Croatia)**

*Media, partners for sustainable development  
in the Euro-Mediterranean Region*

**2002 Algiers (Algeria)**

*Media in the Mediterranean  
as Factors of Dialogue and Peace*

**2001 Thessalonica (Greece)**

*Mediterranean identities: the issues  
at stake and the responsibilities of the Media*

**2000 Casablanca (Morocco)**

*Competition and Partnership*

**1999 Valencia (Spain)**

*The digital era within  
the Mediterranean region*

**1998 Tunis (Tunisia)**

*Solidarity and Partnership*

**1997 Marseille (France)**

*Going from strategy to action*

**1996 Cairo (Egypt)**

*3<sup>rd</sup> Conference of the Mediterranean Radio-TV  
organizations and audiovisual operators*

**1994 Palermo (Italy)**

*2<sup>nd</sup> Conference of the  
Mediterranean audiovisual operators*

**1990 Palermo (Italy)**

*1<sup>st</sup> Conference of the European,  
African and Mediterranean televisions*

**WICH FUTURE  
FOR THE YOUNG PEOPLE  
OF THE MEDITERRANEAN?  
THE CONTRIBUTION OF THE MEDIA**

**7-9  
APRIL  
2016**

**23<sup>rd</sup>  
COPEAM  
ANNUAL CONFERENCE**  
AJACCIO - PALAIS DES CONGRÈS



**COPEAM**  
PERMANENT CONFERENCE OF THE  
MEDITERRANEAN AUDIOVISUAL OPERATORS