



COPEAM
ANNUAL ACTIVITY REPORT 2014

open letter



Dear friends,

in the last year, the context in which we act has further worsened. The crisis is not only economic and financial anymore, but it has become cross-sectional and deep, with a strong social impact and a dramatic escalation of hostility on different frontlines. Moreover, this is now affecting every country in both Southern and Northern shores, in different forms and levels.

In addition to the scenario we all have in front of us, we can record a regression in the cooperative momentum. As we discussed during our conference in Tunis last year, cooperation must certainly be rethought, but remains an essential condition of development. Even at that time, it was clear that we cannot just talk about cooperation: we must act upon with belief and imagination.

This is what COPEAM has been doing during the past year. Co-productions, training, and partnerships: these are the areas of action we have focused on, with strong and direct commitment from members and partners, through their active contribution in terms of ideas and resources.

We have set up multilateral 'project-paths', to translate the way we mean cooperation into real products.

We have aimed at creating a real collaboration system within our network, more and more based on acting and on know-how.

This has always been our method, COPEAM's answer to the crisis that is gripping the region, and to the general political inattention to cooperation.

Along this path, however, we cannot look away from what is happening in our sea. It is with anguish that we witness death and suffering every day. This is why we have decided to dedicate the Malta Conference, in 2015, to the exodus of populations in the Mediterranean, so that we can promote understanding and awareness necessary to inform responsibly on these issues, through an open dialogue amongst the actors involved - Institutions, Media and the civil society.

Once again, we must all be more conscious of the strength and the responsibility that media professionals have towards our society, our young people and minorities, and we must work more closely to make the audiovisual cooperation a tool for comprehension and knowledge.

*Pier Luigi Malesani
COPEAM Secretary General*



tv coproductions

Inter-Rives IV: 12 sports stories without borders

12 directors, 12 sports stories telling 12 countries: from Italy to Bahrain, from Spain to Palestine, passing through Albania, Algeria, Egypt, Malta, Morocco, Slovenia, Switzerland and Tunisia.

The fourth coproduction of documentaries promoted by COPEAM and ASBU (Arab States Broadcasting Union), that will be broadcast in 2015, has involved 12 public broadcasters from the North and the South Mediterranean shores and is devoted to the topic "Sports Without Borders". Sports intended as personal challenge, as means to overcome physical, social and cultural boundaries, a tool for social integration and women's emancipation.

A large number of episodes are built around young women who follow their sport dreams. Other stories talk about sports and immigration, some others offer portraits of young disabled athletes having reached important goals through sports: 12 stories of women and men that sketch out the societies and the cultures of their respective countries.

As in the previous editions, two co-production workshops were organised - the opening (Tunis, April 2014) and the closing ones (Rome, November 2014) – and represented for the participants and for the coordination Committee an opportunity to debate around the editorial and technical standards to be adopted, as well as of fruitful professional and cultural exchange.

TV Co-producers

Bahreïn TV - Bahrein, **EPTV** - Algeria, **ERTU** - Egypt, **PBC** - Palestine, **PBS** - Malta, **RAI** - Italy, **RTSH** - Albania, **RTSI** - Switzerland, **RTVE** - Spain, **RTVSLO** - Slovenia, **SNRT** - Morocco, **Télévision Tunisienne**



radio coproductions

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The value of COPEAM radio magazines : interview to Pierre Mari, executive producer

The most difficult is not to be born, but to last.

Mediterradio and Kantara are a demonstration of that. For 17 years, these magazines have been standing out as a weekly transnational information reality. There is no other example in the international audiovisual field in the Mediterranean area of a regular partnership among different public media, persisting and evolving according to transformations.

These two programmes bear the mark of COPEAM Radio Commission and of the associated radios that created them. They give to our Mediterranean a tangible existence, which is long in taking shape, since the declarations of intents from the ones and the others rarely have effects.

Mediterradio and Kantara managed to respect the identity of each partner of theirs, occupying, week after week, a very sensitive field of information and evoking issues that can sometimes be interpreted in a contradictory way, depending on cultural differences.

The producers, the involved media and COPEAM are very proud of this performance. This is also a model of mutual respect in a dynamics of common progress.

a weekly Mediterranean window made of music diversity and linguistic variety.

Coproducing radios

Radio France (France Bleu RCFM) - France, **EPRS** (Alger Chaîne 3) - Algeria, **Radio Tunisienne** (RTCI) - Tunisia, **RAI** (Rai Sicilia, Rai Sardegna, Rai Web Radio 7) - Italy, **RNE** - Spain, **SNRT** (Chaîne Inter) - Morocco

“The Mediterranean Marine Parks” co-production

The latest COPEAM radio series is being finalised and will soon be available for broadcasting.

After having collected all the reportages, a translation kit was made available for the adaptation of the series to the national version for each partner: 12 Mediterranean public radios involved in raising public awareness on the challenges related to the protection of marine areas in the *Mare Nostrum*.

Radio partners

EPRS – Algeria, **HRT** – Croatia, **PBC** – Palestine, **Radio France** – France, **Radio Tunisienne** – Tunisia, **RAI** – Italy, **RTVSH** – Albania, **RTVSLO** – Slovenia, **SNRT** – Morocco, **SRR** – Romania, **TRT** – Turkey, **RTVE** – Spain

MUSICAMED

MusicaMed is the new radio magazine co-produced by COPEAM, dedicated to the Mediterranean contemporary music. Started by France Bleu RCFM (Radio France) at the COPEAM Conference in Tunis, it was officially launched in September 2014 and gradually broadcast on partners' channels.

Supported by the expertise of the Radio Commission with regard to weekly co-production, it has already reached a great success among the audience and also in terms of cooperation, thanks to its specificity based on music choices from all producers offering



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training

Forum on training strategies in the Mediterranean broadcasters

Ankara, 17 – 18 March 2014

Following the success of the first edition, COPEAM – in collaboration with the Training Department of TRT-Turkish Radio and Television – organised in Ankara, on 17 and 18 March 2014, the second Forum on planning and implementing training strategies in the Mediterranean public broadcasters.

This annual regional meeting is addressed to the training and HR executives of COPEAM broadcaster members and is aimed at promoting networking among professionals, peer-to-peer exchanges, knowledge sharing and good practices dissemination in this sector.

The theme of this year being “Training: strategic lever of long-lasting performance”, some experts of this sector as well as of the human resources domain contributed to drive the three sessions – both theoretical and practical – devoted respectively to the positioning of training as strategic tool, to its role in accompanying the change and to the evaluation of its impact.

At the end of the Forum, a meeting of COPEAM Training Commission was organised to make an immediate assessment of this second edition as well as of the ongoing activities.

Participating organisations

ALBA - Lebanon, EPRS - Algeria, EPTV - Algeria, ESJ-Pro - France, HRT - Croatia, INA - France, Radio Tunisienne - Tunisia, RTSH - Albania, SNRT - Morocco, SOREAD 2M - Morocco

Balkans' Memory (2012-2014) - Closing Conference

Sarajevo, 19 November 2014

The closing conference of the *Balkans' Memory* project was held in Sarajevo on 19 November 2014. It celebrated three years of training and know-how and good practices' exchange aimed at supporting policies for the preservation, the digitisation and the promotion of the audiovisual heritage in the Balkans' region. This event brought together professionals from television, cinema and national archives of Albania, FYROM Macedonia, Bosnia-Herzegovina, Croatia, Kosovo, Montenegro, Serbia and other neighbouring countries. On that occasion, an assessment on the activities carried out within the project was presented on three main areas: training and networking, research and sharing of resources and means, fundraising and funding opportunities.

The results of this three-year period were collected in a guide of good practices on the preservation and the promotion of audiovisual archives, including concrete

examples and case studies analysed during the project.

Partners

Ina Expert - Project leader - France, **AQSHF** - Albania, **COPEAM**, **HAVC** - Croatia

Developing and sustaining your film festival

Marrakech, 8 - 9 December 2014

With the view to setting up an exchange and support network for the Mediterranean audiovisual and film festivals, COPEAM organised, on the 8 and 9 December, a professional meeting around the theme "Developing and sustaining your film festival", in collaboration with ESAV Marrakech and with the support of the Euromed Audiovisual III EU programme.

Through working, debating and networking sessions, this training-meeting brought together 12 managers and organisers of Mediterranean festivals, offering a space for the presentation and exchange of good practices on the main challenges faced by this kind of events. In the presence of COPEAM Secretary General, Pier Luigi Malesani, ESAV Marrakech Director and COPEAM Film-Festival-Culture Commission President, Vincent Melilli, some experts from both the Mediterranean sides approached several subjects, such as the programming, the relations between television and film festivals, the professional interdependences and the digital and communication strategies.

This allowed to identify concrete paths of collaboration within COPEAM network, relating in particular to media coverage, image education, synergies with the TV

sector and circulation of audiovisual works among festivals.

The media coverage of cultural events

Malta, 29 September - 3 October 2014

Thanks to the cooperation with the Maltese public radio&TV PBS, a 4-day training workshop on cultural journalism was organised in Malta, from the 29 September to the 3 October. The training was attended by 11 young English-speaking journalists from GPB/Georgia, PBC/Palestine, PBS/Malta, RAI/Italy, Radio Romania, RTVSH/Albania, TRT/Turkey and TVR/Romania.

Three experts from COPEAM network - France24, PBS, TRT - were appointed to this initiative to accompany the participants during the course in reporting the cultural events and topics preliminarily identified by PBS and assigned to three different working groups.

After defining the format, organising and shooting the interviews around Malta, writing the news scripts, selecting useful archive images and music and editing the collected video material, the work of each group was gathered in two final journalistic items: a 9-minute TV news package and a radio feature, both in English, on the following events: the annual "Notte Bianca", the Junior Eurovision Song Contest, the experimental dance performance "Mind Set", with a stand-up connecting the different news.

Organisations involved

RTVSH - Albania, **France24** - France, **GPB** - Georgia, **RAI** - Italy, **PBS** - Malta, **PBC** - Palestine, **Radio Romania** - Romania, **TRT** - Turkey, **TVR** - Romania

2 training

Towards a Libyan broadcasting public service

Rome, 19 February - 7 March 2014

COPEAM is the promoter of a training course for journalists and operators of the Libyan National Channel, organized in collaboration with the University of Rome *La Sapienza* and RAI-Radiotelevisione Italiana. This initiative took place in Rome from 19 February to 7 March 2014, thanks to a funding from the Italian Ministry of Foreign Affairs.

During three weeks, 13 professionals from different regional stations of the Libyan broadcaster had the opportunity to improve their skills and know-how through theoretical and practical sessions.

Experts, mainly journalists and executives from RAI, provided an overview of the public service media system, with a focus on RAI example. The covered topics included: pluralism and professional deontology, newsrooms' operational running, political debates and talk shows hosting and production, digital media.

Some visits to the Italian broadcaster's studios and newsrooms completed the training offer, which included the participation in the radio news journal broadcast by *La Sapienza* Faculty of Communication Sciences, with some live interviews to the Libyan journalists.

Considering the good results of this training activity, a follow-up period has been envisaged in Rome during 2015, addressing some of the beneficiaries of the 2014 course.

Partners

University of Rome *La Sapienza* - Italy, RAI - Italy,

COPEAM, Co-funded by the Italian Ministry of Foreign Affairs





media and gender



GAMAG/UNESCO launches a call for a global gender and media agenda

The International Steering Committee of the UNESCO Global Alliance on Media and Gender (GAMAG) met for the first time in Geneva, on 6 November 2014. As a member of this Committee, COPEAM took part in this meeting designed to set the Alliance's priorities and guidelines.

The main areas of intervention identified to address effectively the challenges of promoting gender equality are: research, training and capacity building, communication, mechanisms of content production and professional practices. The commitment of the Alliance in this first phase is to promote and disseminate existing major initiatives on this matter, both regionally and globally.

The Alliance will also be promoting specific measures to ensure that the issue of gender equality in the media will acquire growing importance during the Beijing +20 revision events in the post-2015 debates and the World Summit for the Information Society (WSIS)+10.

In the various meetings between the MAG members - representatives of the major audiovisual networks operating in the region - priorities were identified in relation to the process of transition and reform of public broadcasting in the MENA countries, including the need to develop adequate policies for gender equality within those Organisations.

In this perspective, the members of MedMedia assigned COPEAM to provide the proper expertise to implement multilateral peer-to-peer action lasting one year, with the aim of improving the skills of the public service broadcasters related to the women empowerment, both at content and management policies level.

COPEAM-BBC partnership – “MedMedia” EU project

By joining the Media Advisory Group (MAG), launched in Paris on 5 May 2014 on the occasion of the UNESCO World Press Freedom Day, COPEAM initiated a partnership with BBC in the framework of the MedMedia project, funded by the EU and designed to support media reforms in the Southern Mediterranean region.





partnerships

COPEAM partner of 2014 Mediterranean Journalist Award

COPEAM renews its partnership with the Anna Lindh Foundation in the framework of the 2014 edition of the Mediterranean Journalist Award, as media partner and member of the international jury.

The winners of the 5 categories of the contest, authors of the best journalistic works that have better been able to describe the themes related to cultural diversity, are:

Television: "Tear Gas and Graffiti", by Ta-Sabine Kuper-Busch (Germany) - *TVN*

Online: "Godot Arrives in Sarajevo", by Srecko Horat (Croatia) on the *New York Times*

Radio: "Forbidden Love in Egypt", by Ali Gamal El-Deen (Egypt) produced for

Arabic BBC

Press: "Without A God", by Khaled Diab (Belgium/Egypt) on *the Outpost*

Thematic Focus: "Lampedusa, the Tragedy", by Federica Araco and Nathalie Galesne on *BabelMed*, and 'Love Letters from a Syrian Jail' by Rym Tina Ghazal on *Huffington Post*

The Binmen of the Mediterranean #2 edition

24 May 2014

On the initiative of the Algerian radio, COPEAM Radio Commission took part in the second edition of the *Binmen of the Mediterranean*, an international campaign conducted, with the support of environmental associations, by the public radios of Croatia (HRT), Tunisia (RTCI), France (France Bleu RCFM) and Algeria (ENRS), which allowed to mobilise over 3,000 volunteers involved in a cleaning operation of the beaches of their respective countries, to make people aware of environmental issues and, at the same time, to implement special programmes on this common challenge.

The ASBU-COPEAM-EBU tripartite

Kuwait City, 11 December 2014

In the framework of the 34th General Assembly of ASBU (Arab States Broadcasting Union) - held in Kuwait



Partnerships

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City on 11 December 2014 - the three Audiovisual Unions ASBU-COPEAM-EBU gathered to discuss various cooperation activities and projects jointly carried out in the co-production, training and programme exchange sectors.

In particular, participants presented the ASBU-COPEAM TV series Inter-Rives IV "Sports without borders", ready to be broadcast by the co-producing channels in the spring 2015; the annual statistical data of the ERN-Med (Mediterranean Regional News Exchange) were illustrated; the feasibility of a Mediterranean Media Observatory was then analysed, as well as the establishment of possible partnerships to this purpose.

The following meeting is set in March 2015, in Malta, on the occasion of the 22nd COPEAM annual Conference.

COPEAM for ... UNAOC Plural+ Festival 2014

For the fifth consecutive year, COPEAM is media partner of Plural+ Festival, an initiative promoted by the Alliance of Civilisations of the UN (UNAOC) and other international partners, dedicated to young video makers capable of handling the theme of cultural diversity in an original way.

As for the 2014 edition, COPEAM awarded its special price to the video "Letter from a refugee" for the following reasons:

"The video shows the condition as refugees of some young Syrian girls run away to Lebanon, their resignation along with their strength face to the present, their regret of the past painted of hope. The poetic nature

of such witnesses, the force of the message as well as the audiovisual quality of the selected film are the key reasons of COPEAM choice, which pays a special attention to the urgent and delicate issue of refugees."

COPEAM rewards the documentary "Tiny souls" at Prix Italia

Turin, 2 September 2014

In the framework of the 66th edition of Prix Italia, COPEAM, Prix Italia and Limes organised a workshop on the theme "The South's Viewpoints: media stories of refugees".

The roundtable was enriched by the projection of several video contributions on the subject, and ended with COPEAM special prize "Refugees' Stories: Glances from the South" awarded to the Jordanian woman director Dina Naser for her documentary "Tiny Souls", dedicated to Syrian refugees from Zaatari camp in Jordan, told by the children protagonists of the film.





COPEAM commissions



Audiovisual Heritage Commission

The Audiovisual Heritage Commission, under the Presidency of Mireille Maurice, regional Director of INA-Méditerranée, works around the setting up of projects devoted to the safeguard, the digitization, the promotion and the valorisation of the audiovisual archives of the Euro-Mediterranean broadcasters.

The main achievement of this Commission was the successful realization of the *Med-Mem: Audiovisual Mediterranean Memories* project, the first website in three languages – Arabic, English and French – made of radio and TV archives and created to promote the Mediterranean heritage among the general public of both shores.

This working group is also the promoter of a second multilateral project, *Balkans' Memory*, aimed at raising awareness among the decision-makers from the Balkans region on the safeguard, the digitization and the management of their own film and audiovisual heritage.



Cinema/Festival/Culture Commission

The main goal of the Cinema/Festival/Culture Commission is that of encouraging creativity, specially of young talents, through the networking of the main actors of the Euro-Mediterranean audiovisual market: producers, festivals, distributors, TV channels.

With a view to setting up an exchanging and supporting network in favour of the Mediterranean audiovisual and film festivals, a first professional meeting on the topic "Developing and sustaining your film festival" was organised by COPEAM in 2014, in collaboration with ESAV/Marrakech and with the support of the Euromed Audiovisual III programme of the European Union.

The Commission Presidency is commended to Vincent Melilli, Director General of ESAV (Ecole Supérieure des Arts Visuelles) of Marrakech.



News and Tv Magazines Exchange Commission

The News and TV Magazines Exchange Commission builds its activity around the Mediterranean regional exchange ERN-Med, which is coordinated by the Algerian television since February 2002. Fatima Boulemtafès, coordinator of the Algiers Centre, ensures the Presidency of this Commission.

The ERN-Med allows member televisions to draw on the current subjects of Mediterranean interest broadcast every day on the Eurovision network of the EBU, with the aim of favouring the circulation of specific regional information.

With a constant exchange volume of about 1000 subjects per year, ERN-Med provides the news' coordinators with a tool realized in the framework of the EBU-ASBU-COPEAM cooperation: a training toolkit on the criteria about the subjects' choice and editing and the dop-sheets writing to be injected into the exchange.



Gender Equality Commission

This Commission works in favour of a balanced presence of women and men in the media, and against stereotypes as for the gender representation in the content production.

It acts in synergy with the other Commissions or in partnership with international organisations such as UNESCO, in several domains: design and coordination of projects intended to promote gender equality in the media; conception of international communication campaigns and organisation of debates related to gender matters; support to monitoring and research in the field of the female representativeness and representation in the Euro-Med audiovisual sector.

The Presidency of this Commission is entrusted to Loredana Cornero (Rai-Radiotelevisione Italiana).

COPEAM commissions

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Training Commission

The Training Commission, chaired since 2014 by Mesut Ertanhan, Head of the Training Department at TRT (Turkey), is devoted to the organisation of multilateral activities addressed to the broadcaster members' professionals.

The main domain of the various projects developed is journalism. An action plan has been launched with the aim of reinforcing the journalists' capacities in covering cultural issues and events.

Starting from 2013, COPEAM and TRT have been organising an annual regional forum devoted to training strategies planning and implementation, addressed to training and HR departments' executives of the radio and TV public broadcasters.

Finally, several initiatives have been carried out complementarily to other COPEAM Commissions, such as Audiovisual Heritage and Cinema/Festival/Culture.



Radio Commission

The Radio Commission is very dynamic in favouring cooperation in the radio sector, notably through its permanent action of networking the COPEAM radio members.

It coordinates international co-productions on topics of general interest, such as the latest series devoted to the "Mediterranean marine parks", as well as regional information magazines like *Kantara*, *Mediterradio* and

MusicaMed, weekly programmes respectively about the Mediterranean and insular current affairs and about the Region's contemporary music.

Moreover, this Commission endorses important international initiatives by coordinating the media coverage through its members' participation.

The President of the Radio Commission is Hervé de Haro, Director of France Bleu Radio Corse Frequenza Mora (Radio France).



Television Commission

With the aim of promoting the Mediterranean audiovisual product, the TV Commission's main activity consists in supporting and coordinating multilateral co-productions achieved thanks to the cooperation between the televisions of the two shores of the region and to the elaboration of shared working methodologies.

Among the concrete results of this Commission, the COPEAM-ASBU coproduced documentary series *Inter-Rives*, at its fourth edition devoted to "Sports without borders", and *Joussour*, a collection of 12 docu-magazines co-funded by the EU and dealing with the environmental best practices in the cross-border maritime Mediterranean regions.

Since 2014, the Presidency of the TV Commission is commended to Magdi Ghoneim, Regional Director Maghreb-Orient of TV5Monde/France.



COPEAM NETWORK

28 countries, an inter-professional network:
*Broadcasters
Institutions
International organizations
Festivals and cinema schools
Universities and training institutes*

2014 activities in figures

Training

5 projects
94 trained professionals
23 countries

Cooperation with EBU and ASBU

*Tripartite meetings:
Tunis, 13 April 2014
Kuwait City, 11 December 2014*

Partnerships

*UNESCO
UNAOC
PRIX ITALIA
ANNA LINDH Foundation*

TV coproduction

*Inter-Rives IV
"Sports without borders"
12 coproduced documentaries
12 stories of sport as a personal
challenge, as a tool for
overcoming social, cultural and
physical limitations, as a means
of integration, social inclusion
and women emancipation*

Radio coproduction

*"Mediterranean
marine parks"
2 coproduction workshops
12 public radios
3 weekly programmes:
Kantara, Mediterradio,
MusicaMed*



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