

## HERITAGE AND MEDIA

Preserving the future through our past:  
an opportunity for growth and democracy?

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JOINT MEETING OF COPEAM COMMISSIONS  
Friday 11 May 2018

### PROPOSALS

The COPEAM's seven Commissions met together in the framework of a joint plenary session held on the 11<sup>th</sup> May. The Presidents, together with the General Secretariat, presented the accomplished and on-going activities and proposed some projects and lines of action for the next year.

**Gender equality:** the long and rewarding path done in the domain of gender-equality, since 2011, led to the definition of the priorities, methods and targets that the current projects are focusing on. Starting from the positive results of the two editions organised in Algiers and Tunis in 2017, the training/production workshop for journalists "Media in favour of women entrepreneurs" will be further reproduced in other countries (Morocco, Palestine, etc.) in collaboration with other radio and TV members. The AGEMI EU-funded project aimed at training the communication and journalism students about gender-equality issues was positively welcomed, notably as a way to spread awareness about the good practices conducted by our radio-TV associates in this field and to create bridges between education and media sectors. Members were invited to host students for one-week internship in their organisations. Finally, the EU-Funded project Smed-Wia targeting the female cinema professionals was also presented as a sub-granting opportunity for south-med beneficiaries committed to enhance women's role and representation in the film and audiovisual sectors.

**Cinema/Festival/Culture:** "A première vue" project – the showcase devoted to the best short-films by the cinema students, produced thanks to the collaboration of Uninettuno, ALBA/Beirut, ESAC/Tunis and ESAV Marrakesh – will be further improved, by multiplying the public screenings all around the Mediterranean and by opening it to other cinema schools. Such promotional initiative is particularly successful if included in audiovisual and cultural festivals or pertinent events to highlight the creativity of the South-Med young talents.

**Training:** the transnational newsroom experimented on the occasion of the 2017 U.N. world climate conference in Bonn, in collaboration with the EIB-European Investment Bank, was strongly appreciated. This workshop format answers to the need to reinforce the presence of the Mediterranean journalists in major international events dealing with common-interest issues, to improve competences on specific topics through a learning-by-doing approach, and to set up collaborative activities and professional exchanges. COPEAM will try to identify other partnerships to develop further actions of this kind. Another successful work methodology most appreciated and to be preserved in the future is the peer-to-peer exchange conducted with the EU project MedMedia in the last 3 years. Finally, the goals of the project FIEST, funded by the Erasmus+ programme and devoted to training in the field of TV series writing, were shown and the reinforcement of the strategic collaboration between the audiovisual schools and the media organisations allowed by this project presented as a main challenge of the action.

**Audiovisual heritage:** a survey will be sent to COPEAM members about the state of preservation of their archives. The need to identify high-value audiovisual heritage to look for specific funding resources was

stressed as a priority. Several lines of action were presented: first, the promotion of creative productions based on archive material. In this perspective, the second edition of the international contest “*Making a story from archives*” will be enlarged to the whole COPEAM network, and the special prize to archive-based works proposed by Prix Italia for the 2018 edition was welcomed. Secondly, the setting up of exchange and collaborative initiatives about common issues or cultural, historical and sports events, such as the Mediterranean Games that will be hosted in Oran (Algeria) in 2021. Finally, the promotion, awareness raising and education domains. Indeed, advocating at all levels – institutional, civil society, young people, etc. – for the safeguard and the active use of the audiovisual archives is strongly needed and, to do that, several communication tools such as public events and screenings, media campaigns (for example through short TV/radio/web clips involving renown testimonials) and educational projects targeting students could be very useful to this aim. Some proposals to this regard will be done in the next months.

**Television:** the positive results of the last Inter-Rives coproduction in terms of general quality of the documentaries were underlined. This factor should push forward the documentaries’ broadcast by the partner TVs and their dissemination in the framework of events and festivals. The first results of “*Generation what?*” Arabic version, EU-funded cross-media project involving 8 TV members, were shown by Mr. Mazzone from EBU and Ms. Lahlou from 2M, who showed the latest statistics of the online survey in each country, with a special focus in Morocco. Along with with these Mediterranean-focused projects, the participation of COPEAM’s members to some international co-productions promoted by other Unions, such as the Asian one, was considered as a new strategy to be implemented: to this aim, two projects conceived within the ABU are respectively ongoing and the launching phase: “*Faces*”, proposed by the Japanese public broadcaster, and “*Beautiful minds*”, to which COPEAM is taking part through its members.

**News exchange:** following a short explanation of the technical mechanism of the ERN-Med, a focus on the value of the Mediterranean news exchange as a tool for mutual knowledge and intercultural dialogue was made. The commitment of ASBU, COPEAM and EBU to further develop such device was underlined as a result of the trilateral cooperation between these Unions.

The institution of an annual Prize devoted to the best exchanged news item offered to the ERN-Med was presented as an incentive to the quality improvement of the members’ contributions. The 2018 Prize was attributed - during the session - to the Algerian EPTV as producer of a short reportage on Eco recycler women. Next edition of the Prize will focus on this conference topic, i.e. *cultural heritage*.

**Radio:** the future perspectives of the on-going co-productions were analysed, in particular as for *Kantara* project that will celebrate its 20<sup>th</sup> anniversary. To this regard, an action plan focusing on both training and visibility activities will be set up, starting from the launching of a *Kantara Prize for Photography*. About *Mediterradio* and *MusicaMed*, a partners’ meeting will be organised in the following weeks to discuss about the necessary developments. The media partnerships set up in the last years with several festivals and events (i.e. Journée Mondiale de la Radio, Materadio, Lector In Fabula, Radio City Milano) are confirmed and 2 new projects were announced: a coproduction about Hip-Hop music promoted by Les Médias Francophones Publics, the Radio France station *Mouv* and COPEAM; and a new cross-border coproduction format based on the exchange of news items between France Bleu Azur and Rai Liguria regional stations. Finally, the Commission will organise a meeting next autumn to work on the current activities and to activate a peer-to-peer and good practices exchange about radio and digital transition.