



## 28<sup>th</sup> Conference of COPEAM

### AUDIOVISUAL HERITAGE COMMISSION

11 October 2021  
(online on the Zoom platform)

### Summary of the works

#### INTRODUCTION

The Commission's President Ms. Mireille Maurice (INA) welcomed the participants and opened the works.

#### "MAKING A STORY FROM ARCHIVES" CONTEST

The two winners of the 3<sup>rd</sup> edition of this contest, dedicated this year to *"The relations between Mediterranean countries: an historical perspective"* - were announced: Ms. Marija Vitas (RTS/Serbia) for the work *"Sephardim - The Thread of the Mediterranean"* (TV category) and Ms. Mouna Benameur (SNRT/Morocco) for the work *"Les secrets de la musique arabe andalouse"* (Radio Category).

In consideration of the subsiding participation of COPEAM members in this initiative, the opportunity of launching a new edition was debated by the Commission. Some proposals about the renewal of the format were made, in particular: to adopt a shorter format (5 min) suitable to the web; to focus on educational contents; to open the contest also to young professionals outside the COPEAM network.

The idea of launching a "hybrid" format Contest/Coproduction was also mentioned. The archive-based products could be focused on the historical great witnesses of the Mediterranean Region. Such initiative would be linked to the new COPEAM/Radio France project called *"Mezzè"*, devoted to a similar topic. All these proposals will be evaluated and further developed by the Commission in order to check their feasibility.

#### BRAINSTORMING ON FUTURE ACTIVITIES

The project of an online master-class on the creative use of audiovisual archives was presented. The objective is to provide an overview on the potentialities of using archive-material in the creative sector, namely in television writing. A session will be dedicated to the showcase and analysis of some successful archive-based TV programs produced by RAI. This initiative – to be launched before the end of 2021 – will be open to the students of COPEAM Cinema and Audiovisual schools: ALBA/Lebanon, ESAV/Morocco and ESAC/Tunisia. RAI has expressed its availability to collaborate, in particular through its archives department (*"Teche"*).

#### OTHERS

- The attendees were informed about the organization of the round table *"The role of audiovisual archives in media policies in the South-Mediterranean countries"*, scheduled on October 20<sup>th</sup> in the framework of the 2021 FIAT/IFTA Conference, with the participation of both COPEAM and INA, together with other media representatives and players of the AV field in the MENA Region.

- Representatives of INA presented the international training programme *"FRAME"*, developed since 2010 in partnership with the EBU and the FIAT/IFTA. The training is designed for professionals involved in the management and use of archives whatever their level of knowledge and covers each step of the audiovisual archives management process (preservation, digitization, access, reuse and promotion, etc.) and the different aspects of this work.

- Finally, the intention of working in synergy with COPEAM Radio Commission was expressed, in particular in relation to the valorisation of the archive-material of the radio magazine *Kantara*.

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