



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

### COPEAM COMMISSIONS

#### Conclusions and recommendations

Between March and April 2023, COPEAM organised the on-line meetings of its 7 thematic Commissions. These are the main conclusions and recommendations issued.

##### **RADIO COMMISSION**

- The weekly co-productions, "*Kantara*" and "*Mediterradio*", are both in a very dynamic phase. With renewed teams and new co-producers involved, these magazines are further consolidating their voices and establishing numerous media partnerships with cultural and institutional actors in the region.
- Building on this solid collaborative practice, new projects are about to be launched: a series about Arab philosophers in partnership with ASBU and a magazine about the Mediterranean cinema.
- To answer to the radio members' request and in collaboration with the Training Commission, a training devoted to podcasting will be planned for the period 2023/2024 to explore the potentialities of this format and develop innovative Mediterranean radio series.
- The second season of the online radio meeting "Mezzé" will open, in addition to relevant institutional representatives (UfM, ALF, UNESCO, etc.), to guests from the cultural and creative domain.

##### **GENDER EQUALITY AND DIVERSITY**

- The 2-year EU-funded new project "Re-writing the story: Gender, media and politics" is aimed at developing journalists', media students' and public broadcasters' skills on politics reporting with a gender lens and at enhancing a gender-equal newsroom culture. In this context, COPEAM will soon launch its multi-lateral peer-to-peer program involving 6 public service media and 6 journalists unions to tackle gender stereotypes in the media/press coverage, with a specific focus on women representation in the political discourse.
- Some communication and dissemination activities (such as mapping, surveys, and ad-hoc newsletters) will be undertaken by COPEAM, to favour the mutual sharing of information, good practices and initiatives about gender equality and to reinforce the network of professionals engaged in this issue, both inside and outside the Association.
- Partnerships and synergies with institutions and stakeholders in civil society, economic sector and university will be further explored to gain a bigger impact in promoting gender-sensitive approach and develop new cross-sector projects.

##### **AUDIOVISUAL HERITAGE COMMISSION**

- To consolidate the positive results of the training and networking activities organised in the last year thanks to the collaboration with RAI and to the synergy with *AI4MEDIA* EU-funded project, the involved broadcaster members wish for new activities in the field of AV archives, creating further space for international exchange and debate among professionals of the sector.
- A special field of interest is related to the potentialities of AI tools applied to AV archives. Contacts and exchanges with the *AI4MEDIA* project will be fostered to this regard.
- A possible cooperation strand about the promotion and the use of the existing digitized contents at international level will be also studied.

##### **TRAINING**

In the field of journalism, the results of the training activities conducted in the last years will be consolidated by:

- Feeding and enlarging the international community of journalists built so far, particularly in the climate change thematic domain, by organising networking and cross-sector activities to improve the quality of information, to favour professional collaborations and to foster dialogue between media, science, and institutions.



- Confirming the *from-training-to-field* approach to select the beneficiary journalists as a way to effectively connect the training component to the production one and to reward the most motivated beneficiaries.
- Reinforcing the current partnerships and opening new ones to create further opportunities for COPEAM network's journalists.

As for the other training actions, synergies with other Commissions will be reinforced:

**AUDIOVISUAL ARCHIVES:** focus on digitisation and innovation in favour of our broadcaster members' archives departments.

**RADIO:** opening a new training strand in the field of podcasting.

**CINEMA-FESTIVAL-CULTURE:** supporting initiatives, like e-masterclass and the "A première vue" project, aimed at offering opportunities for the cinema students to learn, exchange, and meet the media professionals.

### **NEWS EXCHANGE**

ERN-Med news exchange: the Commission discussed about the current situation and the future perspectives to relaunch and feed the Mediterranean exchange. The need to further involve and motivate the contributing broadcasters – specially the northern ones - has been highlighted and the possibility to open the exchange to new adhesions and to extend it to external organizations was evoked.

ERNMed Prize: the 2023 edition will be soon launched and, as it has been in the last years, it will be related to the topic of this year's COPEAM annual conference. The call for participation is planned to be launched in May.

### **TELEVISION**

INTER-RIVES TV documentary coproduction:

- Dissemination: the number of TV coproducers having aired Inter-Rives #7 and #8 collections has been constantly growing, particularly those from the North shore. The flexibility of the format allows a large range of possible uses and re-uses.
- Production: the last collection devoted to "People and markets" is now ready to be aired. A positive trend both in terms of editorial quality and of commitment and collaboration of the involved filmmakers must be underlined. The winners of the prize for the best documentary of this series will be announced in May.

Building on INTER-RIVES model but also on others like "Another view on the Mediterranean" (developed in 2021), other coproduction projects could be designed in collaboration with international organisations, so further exploring the potential of cross-sector partnerships to develop impact audio-visual contents.

According to the same vision, a special IFAD – COPEAM prize was launched within RAI's Prix Italia in 2022. Considering the very good results of the first edition, the engagement of IFAD – the U.N. agency for agricultural development – was confirmed also in 2023 with the view to support media contents able to effectively tell and portray sustainability-related issues.

### **CINEMA-FESTIVAL-CULTURE**

"A première vue" project in favour of the new Mediterranean cinema talents has been growing in the last years thanks to a collaborative and open approach. Building on the original partnership - the cinema schools members ALBA/Beirut, ESAM/Marrakech, ESAC/Tunis, and Uninettuno university - the support of TV5Monde allowed to launch, in 2022, an award for the best short-film by cinema students. The award has further attracted new partners such as RAI Cinema, the FIDMarseille and the MUCEM, new training programmes for cinema young talents like the Algerian LAB DZ, Mostra de València and other festivals and cultural events where a selection of "A première vue" short films have been screened.

Such cross-sector virtuous circle will be further enlarged to give visibility to this interesting component of the new Mediterranean cinema production, hoping to be able to involve also our TV members and consequently bridge the media and cinema sectors.