



Semaine de la Méditerranée Week of the Mediterranean

18 - 24 Mars/March 2013

An initiative of  COPEAM

Description of the initiative

The Week of the Mediterranean is an international media event which will take place from 18 to 24 March 2013. It corresponds to a common one-week schedule devoted to Mediterranean-oriented programmes. The goal is to allow COPEAM members to enhance and promote the intercultural dialogue and contribute to build a "Mediterranean imaginary", by highlighting the Mediterranean audiovisual production.

How it works

In the week going from 18 to 24 March, COPEAM members are invited to get involved in this media-event at different levels.

So, members wishing to participate will settle a content selection illustrating and promoting culture, art, history, archaeological heritage, nature and traditions of the Mediterranean basin.

Level of participation A Radio and TV	Level of participation B All member categories	Level of participation C Radio and TV
No modification of the programming schedule	Internet special programming	Adaptation of the programming schedule
Selection of Mediterranean-oriented programmes already scheduled and including the Med Week logo or jingle. (see list of categories below).	Opening of a website section specially devoted to Mediterranean contents and including the logo of the initiative.	Special programming focusing on Mediterranean topics and contents according to the thematic categories listed here-below.

Programmes categories

1. Programmes focused on general topics (environment, art, architecture, cooking, music...) of global interest ;
2. Programmes focused on national specificities and traditions of one mediterranean country ;
3. Programmes focused on a federating Mediterranean regional issue ;
4. Cross-cutting programmes such, as travel-oriented contents.

Participation procedure

1. Identify your level of participation
2. Identify programmes and offer a selection
3. Fill in the participation form and send it back to COPEAM

A strong involvement in the initiative promotion is asked to all COPEAM members.

COPEAM will provide participants with the audio or the visual Med Week identity.



For any additional information and to adhere to the Week of the Mediterranean, please contact:

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