



“Week of the Mediterranean” Week of Mediterranean programming

Proposition

Action :

The experience brought through the *Terramed* project has showed that, beyond the differences and national specificities within the programming schedules of TV and radios in the region, it is possible to identify and develop many "Mediterranean-oriented" programs and shows.

The program selection that is made in the *Terramed* project - documentaries, variety shows, magazines, fiction or other genres and formats produced by the broadcaster partners - is a rich tapestry of images and sounds that illustrates and promotes culture, art, history, archaeological patrimony, nature, traditions of the Euro-Mediterranean area.

With this in mind and on the occasion of its next Conference (Paris, 8-11 April 2010), COPEAM has suggested to its members to extend this exercise of construction of a “Mediterranean imaginary” by identifying a week-long common time segment devoted to Mediterranean-oriented programmes.

Such an initiative has a political, cultural and multiple value and is also an international media event.

A structured action to promote the initiative is asked to all the broadcaster partners.

Material to be furnished to the broadcaster partners:

Brand identity & pack (logo of the action to identify the Mediterranean programme broadcast + graphical elements for the websites (ex. banner) and descriptive file of the initiative, opening or closing jingle for radio).

Role of the broadcasters :

In the week of **April 5 to 11**, broadcasters are invited to get involved in this media-event at different levels. These levels are valid for programs aired on television or radio.



Level of implication A (no modification of the programming)

Indicate with the logo (Television/web) or the jingle (radio) the following programme categories:

1. the programmes expressly dedicated to the Mediterranean (ex. « MediMag » – EPTV/Algeria, « Mediterraneo » – RAI/Italy, radio magazine « Kantara » - COPEAM coproduction /executive producer Radio France/France Bleu Frequenza Mora, etc.) or to a Mediterranean region, such as the Balkans (ex. « Levante » and « Scirocco » – RAI/Italy, etc.) broadcast long the week ;
2. the programmes focused on the national cultural patrimony (environnement, art, architecture, cooking, music,..) of general interest (ex. « Des racines et des ailes » - France Télévisions, « Vestiges et patrimoine » and « El Manaara » - EPTV/Algeria, « Bell'Italia » - RAI/Italy, « Camera Molière » – Télévision Tunisienne, etc.).
3. the programmes of general interest focused on the specificities and the local traditions (ex. « Sacalalengua » - TVE/Spain, « Génération Chaabi » - EPTV/Algeria, « Kalimet » – Télévision Tunisienne, etc.)
4. the programmes focused on a federating theme for the countries of the area such as the Mediterranean sea (ex. « The Mythical Harbours of the Mediterranean » - COPEAM radio coproduction /executive producer Radio France/France Bleu Frequenza Mora, « Thalassa » - France Télévisions, « Canal Azur » - EPTV/Algeria, « Linea Blu » - RAI/Italy, « La camera se balade » - Télévision Tunisienne, etc.)
5. the programmes showing glances on different countries of the Mediterranean, ex. travel-oriented programmes (ex. “Echappées belles” and “J’irai dormir chez vous” - France Télévisions, “Desde Galicia para el mundo” – TVE/Spain, etc.)

Level of involvement B (websites)

Dedicate a section (graphically connoted by the logo etc.) of the website to the online broadcasting of Mediterranean-oriented programmes.

Level of involvement C (rearranging of the programming)

Each broadcaster has the possibility to make a special programming during the week of Mediterranean.

1. For example : weekly series of documentaries or travel/cooking/art/histoire/culture-oriented programmes.... : anticipate or postpone the programming so that the Mediterranean-oriented programmes coincide with the « week »;
2. In the morning or afternoon variety shows, plan a segment or a day dedicated to the Mediterranean;
3. prime-time show/s around the Mediterranean