



In collaboration with



## “CREATIVE USE OF ARCHIVES”

**Rai International Training Course in collaboration with CIRCOM and COPEAM  
Rome, 28th - 29th November 2024**

The workshop is addressed to journalists, editors and managers and involves speakers from Rai archives and other editorial departments using archive materials for their programmes

### PROGRAMME

**28th November 2024, Rai Sports Center, via Fornaci Tor di Quinto**

9:15 Arrival of the participants

9:30- 9:40 Welcome address **Simona Martorelli**, Director of the International Relations and European Affairs, Rai

9:40-9:50 **Andrea Sassano**, Rai Archives Director

*The Mission of Rai Archives and how Rai promotes and gives value to its digital archives*

9:50- 10:40 **Raffaella Palladio**, Researcher and Documentary filmmaker Rai Documentary and **Markus Nikel**, International Advisor Rai Documentary, Prix Italia and International Relations and European Affairs

*Archive research, a micro and a macrocosm: from the regional to the big international archives*

Q&A Session

10:40-11:10 Coffee break

11:10- 11:40 **Matteo Chiocchi**, Rai Archives - Customer service

*An open archive fit for the digital world - reaching the customers*

Q&A Session



In collaboration with



11:40 - 12:10 **Markus Nickel**, International Advisor Rai Documentary, Prix Italia and International Relations and European Affairs

*Rai TV programmes based on archive materials*

Q&A Session

12:10- 12:40 **Marianna Gallerano**, Rai Archives

*Rai Teche editorial: TV formats and access strategies to preserve, promote, and valorize archive footage: an overview of past, current, and future projects, with a mention of AI applications*

Q&A Session

12:40-14:00 Lunch

14:00- 15:45 **Raffaella Palladio**, Researcher and Documentary filmmaker, Rai Documentary and **Fabio Mancini**, film director and producer, Rai Documentary

*How to use the archive material in creating a TV programme*

- Aim and function of using archive material;

- Team working between programme producer, director and archive producer

*in creating a TV programme.*

Q&A Session

15:45- 16:00 Break

16:00 -17:00 **Raffaella Palladio**, Researcher and Documentary filmmaker Rai Archives and **Fabio Mancini**, film director and producer, Rai Documentary

*Practical examples and video clips of documentaries and programmes*

- For each programme its archive material

- Where creativity ends and ethics begins. Difference between Public Service Media's and other archives

Q&A Session

17:00 - 17:30 Discussions and Conclusions



In collaboration with



**29th November 2024, Rai Headquarters, viale Mazzini 14, sala Zavoli**

9:00 Arrival of the participants

9:15-10:45 **Raffaella Palladio**, Archive Researcher and Documentary filmmaker Rai Documentary, **Fabio Mancini**, film director and producer, Rai Documentary, **Markus Nickel**, International advisor Rai Documentary, **Marianna Gallerano**, Rai Archives and **Matteo Chiocchi**, Rai Archives - Customer service

Workshop Part 1:

*Developing ideas and proposals for an international coproduction based on archives*

10:45-11:15 Coffee break

11:15- 12:45 **Raffaella Palladio, Fabio Mancini, Markus Nickel, Marianna Gallerano, and Matteo Chiocchi**

Workshop Part. 2:

*Discussion of the ideas proposed by the participants;  
Active research in the multimedia catalogue for the proposed projects;  
Conclusions*

12:45-14:00 Lunch

14:15-15:15 Visit to the historic Rai Radio palace and to the exhibition dedicated to Guglielmo Marconi, via Asiago,10