

# WHICH FUTURE FOR THE YOUNG PEOPLE OF THE MEDITERRANEAN? THE CONTRIBUTION OF THE MEDIA



7 - 9  
APRIL  
2016

23<sup>rd</sup>  
COPEAM  
ANNUAL CONFERENCE  
AJACCIO - PALAIS DES CONGRÈS

# EDITORIAL

Dear friends,

I am honored that Corsica hosts this 23<sup>rd</sup> annual Conference of COPEAM. "Siate tutti benvenuti annant' à l'Isula di Corsica". Welcome to all of you. "Which future for the young people of the Mediterranean? The contribution of the media" is the topic of this year. Media are with no doubt a powerful mean to spread the knowledge of cultures and their diversity. They are also examples of creation, development and success that can cross the Mediterranean despite the difficulties, the constraints and the conflicts laying there. Media can and must be a source of hope for the Mediterranean youth. They have to spread a better knowledge of the Other, the one who is not from the same region or country, who does not speak the same language, who does not practice the same religion, but who is yet so close, belonging to the Mare Nostrum, the result of ancient exchanges and melting-pots. They have to disseminate democratic values respectful of the rights of men and women. They have to cooperate in the field of linguistic and cultural production, which generates redeeming openings, economies of scale, activities and employment. Opening the eyes on the other shores of the Mediterranean; examining in depth again and always to find common roots; setting up synergies and cooperation; rising hope simply by giving access to knowledge and sharing: this is to me the contribution of the media in building a future for the young people of the Mediterranean. By realizing this, by considering the youth and highlighting what it represents for the future of our Mediterranean societies, the media work for a Mediterranean which is united, different, dynamic but also fairer and more human.

*Gilles Simeoni -  
President of Corsica's executive Council*

Dear participants,

I am very glad to see you again here in Ajaccio, in the occasion of the 23<sup>rd</sup> annual Conference of COPEAM. I particularly wish to thank the Collectivité Territoriale de Corse for hosting us in this outstanding Region surrounded by our Mediterranean Sea.

We have gathered in this edition to debate together about an actual common heritage : the Mediterranean Youth, an asset that we must take care of and accompany along its professional and life path.

Thus, this year our reflection will try to answer, from our point of view, the questions regarding the future of the new generations, their conditions in our societies, the way the Media - both public and private - can encourage them in terms of opportunities, of support and of professionalization.

In the era of Internet and of the transition to the digital technology, the traditional Media can bet on innovation, on pluralism of contents and languages, on their ability to attract and retain the young publics through targeted, appealing and, above all, participative programmes. We must be in tune with the voices of the youngster, by involving them in the public debate, allowing them to express themselves on the central - both local and global - social, political and cultural issues. If we are able to do so, we will be contributing to the definition of a responsible and democratic Youth, ready to take up the challenges of today.

I wish you all full success in your works!

*Talal El Makdessi -  
President of COPEAM*

# THURSDAY 7 APRIL 2016

## ▶ ALL DAY LONG

Arrival of the participants

## ▶ 5.00 PM

Steering Committee

**Henri Matisse room**

## ▶ 8.00 PM

Welcome cocktail reception

**Ajaccio City Hall**

**Avenue Antoine Serafini – Ajaccio**

# FRIDAY 8 APRIL 2016

## ▶ 10.00 AM - COMMISSION MEETINGS

TV Commission

**Claude Papi A room**

Audiovisual Heritage Commission

**Fred Scamaroni room**

Cinema - Festival - Culture Commission

**Henri Matisse room**

## ▶ 1.00 PM - LUNCH

## ▶ 3.00 PM - COMMISSION MEETINGS

Radio Commission

**Henri Matisse room**

Training Commission

**Claude Papi A room**

News and TV Mag Exchange Commission

**Fred Scamaroni room**

Gender Equality Commission (starting from 4.00 pm)

**Jean-Jacques Rousseau room**

## ▶ 6.00 PM

Tripartite meeting ASBU – COPEAM – EBU

**Fred Scamaroni room**

## ▶ 8.00 PM

Dinner

**Terrace of the Palais des Congrès**

# SATURDAY

## 9 APRIL 2016 - Auditorium Pascal Paoli

### ▷ 9.00 AM - OFFICIAL OPENING

Mr. GILLES SIMEONI, *President of Corsica's executive Council*

Mr. JEAN-GUY TALAMONI, *President of the Corsican Assembly*

Mr. TALAL EL MAKDESSI, *President of COPEAM*

### ▷ 10.00 AM - SESSION 1 : SOCIETIES AND NEW GENERATIONS

Coordination : Mr. DRAGAN NIKOLIC  
*Deputy Head of News Media Service, HRT - Croatia*

Ms. REGINA SALANOVA  
*Communication Manager, Anna Lindh Foundation*

Ms. ROSARIO SORAIDE  
*Focal Point for Youth & Media, NET-MED Youth Project, UNESCO*

Mr. SAMIR AL KASSIR  
*Expert of the Arab world and International Relations - Syria*

### ▷ 11.15 AM - COFFEE BREAK

### ▷ 11.30 AM - SESSION 2 : MEDIA AND YOUTH

Coordination : Mr. JEAN-EMMANUEL CASALTA  
*Director of Strategy and Development, France Médias Monde - France*

Ms. MONICA MAGGIONI  
*President of RAI-Radiotelevisione Italiana - Italy*

Mr. JEAN PHILIP DE TENDER  
*Media Director of the European Broadcasting Union (EBU)*

Mr. MOSTAPHA MELLOUK  
*President of Casablanca Media Partners - Morocco*

### ▷ 1.00 PM - 2015 PLURAL + AWARDING CEREMONY

### ▷ 1.15 PM - LUNCH

### ▷ 2.30 PM - GENERAL ASSEMBLY *(open to members only)*

Introduction : Report by MICHEL BOYON,  
*President of Eurovisioni, former President of the French Conseil Supérieur de l'Audiovisuel*

### ▷ 5.15 PM - MEETING OF THE NEW ELECTED STEERING COMMITTEE

### ▷ 5.45 PM - END OF THE WORKS



### **Dragan NIKOLIC**

He started his journalistic career in 1993. He started working as journalist at HRT in 1997, where he has been editor and anchorman in several news and magazines programmes. He is author of documentaries and winner of various awards.

### **Regina SALANOVA**

Prior to joining the Anna Lindh Foundation, Regina worked for the United Nations as a programme manager and analyst, and also for the UN University to develop research initiatives on migration and culture. She has also worked as a journalist for more than 8 years.



### **Rosario SORAIDE**

Rosario joined UNESCO's Freedom of Expression and Media Development Division in 2009, and currently coordinates the media axis of the EU-funded Networks of Mediterranean Youth Project. She has worked for the World Bank, the Organization of American States and the Reuters Institute for the Study of Journalism.

### **Samir AL KASSIR**

During his diplomatic career, he is appointed Ambassador in several countries and Permanent Representative to the United Nations Agencies in Rome. He participates to several conferences on the Euromed Partnership. From 2009 to 2015, he is Assistant Secretary General of the League of the Arab States.



### **Jean-Emmanuel CASALTA**

After 4 years as Director of the channels and programmes at France 3 Corse ViaStella, he joins FMM in November 2015. Previously, he is Director general of NPA Conseil (2007-2011), Director of INA-Formation (2000-2007), administrative and financial Director of "Régions"-subsidiary of France 3 (1998-2000).

### **Monica MAGGIONI**

She has been a war correspondent, editor and editor-in-chief for the main news outlets in RAI. In 2013, she becomes Director of Rainews24, the all news channel of RAI. In August 2015, she is appointed President of RAI. She is also Vice-president of EBU.



### **Jean Philip DE TENDER**

He has been working for VRT, the Belgian Flemish public broadcaster, since 1989. He started off as journalist and then as editor in chief for various TV and radio programs, becoming the Television Director between 2013 and 2015, after being General Manager of Eén, the first TV channel. He is Media Director at EBU and, since 2013, Chairman of the EBU TV Committee.

### **Mostapha MELLOUK**

With 25 years of experience in the management of TV channels (2M, Aljazeera Aftal, Medi1Sat), he participates in the foundation of COPEAM. He is a senior consultant for the UE programmes Euromed Audiovisual and MedMedia. Among the studies realized, "Youth and Media in the Arab countries", in the framework of the Youth on Screen project.

