

# MEDMEDIA



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## News coordinators' workshop

### *Sharing best practices for a better Mediterranean narration*

**Algiers, 24-25 February 2017**

*(AZ Zeralda Hotel)*

24 February 2017

#### **OPENING**

After a short presentation of the EU-funded *MedMedia* project and an introduction of the workshop's objectives, participants introduced themselves and their position.

The first part of the meeting was devoted to methods and choices aimed at countering hate speech through ethical reporting, developing guidelines for proper use of terminology, language and sourcing in news coverage and considering ways of ensuring consistency in ERNM outputs through the guidelines' implementation in newsrooms.

#### **1<sup>st</sup> PLENARY SESSION**

The session was coordinated by Ms Abeer Hassan, senior producer, journalist and media expert, who proposed to the attendees an interactive and participative approach intended to finally lead to the conception of relevant editorial guidelines.

After having shared the main organisational values related to journalism and explored the meaning of *exchange* for each attending professional, participants were divided into 4 groups and invited to a reflection around the concept of *hate speech*, then reporting each others their own considerations on the issue.

One video from Ethical Journalism Network on opposing hate speech in journalism was played, offering some examples in the use of proper ways: abstaining from metaphorical expressions; using a simple language; eluding words such as "separatism" whose real meaning can be perceived differently/negatively in some areas of the world; etc...

Consequently, in groups again, beneficiaries were called to indicate a number of negative and of positive terms around 4 main topics - conflict zones, terrorism, gender equality, immigration – and then to share their selection with the others.

An extensive summa of what reported above will be soon provided by Ms Hassan in her proposal of **editorial guidelines**.

#### **2<sup>nd</sup> PLENARY SESSION**

The second session of the workshop was focused on a benchmarking of the existing news exchange platforms in different areas: ERN-O in the South-Eastern Europe (Sarajevo, Bosnia Herzegovina); ASBU exchange coordination centre (Algiers); ERN-MED (Mediterranean Regional News Exchange) based the Algerian public TV EPTV.



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The central coordinators presented in turn the functioning of their own centre, their team and members. They explained their daily workflow and professional practices, exposing their respective statistical annual trends as well as the nature of the exchanged programmes and relevant use conditions.

After a discussion on the exchange limits primarily due to the property of rights, participants were involved in a useful debate around finding out possible sustainable synergies aimed at mutually enriching the exchanges in terms of both volume and content.

In this sense, subjects of common interest such as festivals, national and regional traditions, international celebrations (i.e. World Women Day, World Museums Day, others...) could fruitfully feed all the platforms. From a technical point of view, in order to facilitate the dialogue between the centres, the use of the ASBU FTP and the EBU M2M protocol was suggested, together with the provision of programmes with international track, so as to make them exploitable among all the countries involved.

To this purpose, the central coordinator of ERN-O via the EBU/Eurovision and the representatives of the ASBU Centre via MENOS (networking device for multimedia content exchange over satellite) committed to make their best efforts in order to increase such mutualisation and consequently improve the ERN-M through making available Mediterranean-oriented items - namely cultural ones - they would receive from now on.

25 February 2017

## 3<sup>rd</sup> PLENARY SESSION

The news coordinators resumed their discussion of the previous day. The ERN-M team gave an overview on members' contributions, highlighting the great offer from EPTV/Algeria and SNRT/Morocco as main providers, the growing participation of Rai, the entry of Télélihan since 2016 and the regular trend of the other contributors.

The "political" role of the ERN-Med as a promotional tool for ASBU-COPEAM-EBU and their members' activities, as well as for external projects and events (EU, UNESCO, Arab League, others), was underlined, along with the need of harmonizing the exchanges' technical and editorial criteria, again aiming to boost the exchange flow and better share contributions between the respective members.

## CONCLUSIONS

The debate finally led to a number of concrete proposals and relevant recommendations which are the following:

- ✓ The EVN in Geneva and ASBU-MENOS can further contribute to the ERN-M exchange as feeding sources, through previously agreeing and implementing a common and shared exchange protocol for all members, alias:
  - dopesheets' harmonization
  - introduction of "leads" or descriptions' incipit
  - programmes with international sound track
  - application of ERNM icons on ASBU items so as to recognize their Mediterranean and cultural features



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- ✓ Further efforts at the EPTV coordination centre in setting up a regular regional agenda gathering in due advance the main events, celebrations, initiatives in the Mediterranean area pertinent to the ERN-M function
- ✓ Distribution of monthly reports to members so as to follow regularly the contribution trend of each of them
- ✓ Upgrade and training for news coordinators
- ✓ Participation of the ERN-M coordinators in the ASBU daily newsrooms' briefings
- ✓ Institution of a weekly ERN-Med day (Thursday?) in the framework of the ASBU daily newsrooms' conferences
- ✓ Implementation of a member alert system intended to encourage the broadcast of news/programmes of particular interest for the involved networks
- ✓ Use of the ERN-M as a real promotional tool for dialogue in the region and as a visibility means for the Unions and their members
- ✓ Creation of a Youth News Exchange as a new category within ASBU aimed at enhancing the new generations in the Region
- ✓ More political support from the Unions to the exchanges vis-à-vis broadcasters' top levels

## ERN-MED PRIZE

At the end of the session, a focus on the ERN-Med Prize was made. This year's topic – according to the title of COPEAM annual conference in 2016 – will deal with the relation between Youth and Media. The deadline was established on 15 April 2017. ASBU and EBU will be able to identify pertinent items exchanged in the last months, while the ERN-Med central coordinator will take care of pinpointing those from now till April 15. A letter will be sent by COPEAM to ASBU and EBU to inform about the Prize details (the awarding criteria as established in Zagreb by the ERNM coordinators in January 2016 and the last decisions taken in Algiers are herewith enclosed).

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### *Attachments:*

- *List of participants*
- *ERN-Med Prize presentation*



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