



28th Conference of COPEAM

NEWS EXCHANGE COMMISSION

25 October 2021
(online on the Zoom platform)

Summary of the works

INTRODUCTION

Mrs Paola Parri, Deputy SG of COPEAM, welcomed the attendees and presented the meeting agenda. Then, she gave the floor to the President of the Commission, Mr. Zakaria Bensedira from the public Algerian TV (EPTV), which coordinates the ERNMed – Mediterranean Regional News Exchange.

ERNM EXCHANGE REPORT

Mr. Bensedira first reminded that the ERNMed is a culture-oriented device born to promote dialogue and mutual understanding between the Mediterranean shores.

Then, he presented the 2020-2021 annual report including the exchange statistics between Oct. 2020 and Oct. 2021, underlining – despite the general downfall of the overall volume in the last two years due to the persisting health crisis - a tangible stability compared to the previous year (326 items this year vs 386). An also steady percentage has been recorded about covid-related items (17% vs 18%); more than 10% concerning vaccination and reopening, and an increased rate of cultural items (32%), which are the heart of the exchange and very encouraging for the next year.

ERN-MED PRIZE

Probably because of the difficulties having affected the work routine in the last year, only 5 items have been received for the 2021 of ERN-Med Prize, devoted to “Media & Science: the importance of accurate information vs misleading news” and sponsored this year by UNESCO.

The EBU, ASBU and COPEAM jury members and all participants congratulated again Ms Meryem Benzekri and the SNRT on winning this edition with “Covid19: Fighting fake news”.

Next year, the contest’s topic will deal with intercultural and interreligious dialogue, in relation, as in the past, to the annual conference of COPEAM. The call for participation will be disseminated at the beginning of 2022.

ERNM COORDINATION

The Commission’s President called the attention on members’ participation in the ERNM: in the face of a larger contribution of RTVE/Spain, the Northern broadcasters have been almost absent in the period concerned by the report of the coordination centre. In the specific case of Rai/Italy, the lack is namely due to the coordinator’s retirement (COPEAM will ask for a replacement within RaiNews24). Statistically, an increase of ASBU members’ offers has been recorded, while the major contributors remain SNRT/Morocco and EPTV/Algeria.

Some remarks were done concerning the editorial aspect of some items, which are not always in line with the ERNM thematic requirements: regional interest, promotion of mutual knowledge and dialogue, dissemination of cultural traditions and events across the Euromed region. National-related items or bilateral dealings between two countries are not to be considered as interesting contents for members.

To conclude, Hocine Abes (EBU) explained that, sometimes, items sent to the ERNM are put in the general EVN exchange due to their cultural content, which might be also of interest to other not Mediterranean members of the EBU.



ERNM FUTURE

Concerning members' mobilization and motivation, the Northern broadcasters were strongly invited once again to be more active in the exchange. Also because of the general sanitary situation, in these last months some of them have completely disappeared.

Finally, the Commission's members have agreed on some main recommendations as follows:

- ✓ Back to normal with only cultural offers by members
- ✓ Need for ERNM coordinators' training with the support of the EBU
- ✓ Increase members' participation in the ERNM, especially the Northern broadcasters
- ✓ Promote the ERNM Prize within the respective Organizations
- ✓ Larger and better use of the ERNM whatsapp chat
- ✓ Setting-up of regular Zoom meetings of the ERNM coordinators

OTHERS

Luís Jiménez, news external relations manager at the EBU presented the Eurovision News Monitoring Tool and introduced "A European Perspective".

As for the first, it is a new beta service providing real-time insight into the diverse range of online news from across Europe's public service media (PSMs) newsrooms. This tool – which collects an average of 1,500 stories every week all machine-translated into English thanks to the EuroVOX software - is a window to content, built on universality, diversity, excellence and innovation. With more than 40,000 journalists, PSMs collectively make up Europe's largest newsroom, and this new strategic push aims to increase their impact, outreach and equity.

Powered by the same software and applications, "A European Perspective" was launched in July 2021 and consists in a widget that members can embed on their websites. "A European Perspective" channels curated news content through an audience-facing recommendation box placed on the websites of the contributing broadcasters. Over the past three months, articles in eight different languages have garnered 18.7 million views and have been read more than 570,000 times (more info about both projects in the document enclosed).

Farida El Dahmani made an overview of the ASBU contribution to the ERN-Med, highlighting the higher number of items in 2021 (37) compared to that in 2020 (13), all of cultural, religious, social and public nature, as shown in the short video presented. She shared with the participants some recommendations, among which: participation of the ERNM central coordinator in the ASBU daily editorial meeting; sharing the ERNM daily news outlook and pertinent events' agenda; periodical face-to-face online meetings between the ERNM coordinators and the coordination centre.

Finally, Thierry Pardi announced that a new exchange system at France Télévisions will make it easier to send Mediterranean-related items produced by France3 – particularly in the southern regions of France - thus increasing the French broadcaster's offers.
