



## **MEDIA & YOUTH WORKING GROUP**

*Summary of the online meeting of April 4, 2024*

COPEAM "Media & Youth" working group gathered online on the 4<sup>th</sup> of April 2024 for a first exploratory meeting.

The following broadcasting members of COPEAM were represented: BNT/Bulgaria, France Télévisions, PCB/Palestine, Radio France/FB Hérault, RAI/Italy, RTP/Portugal, RTSH/Albania, RTVE/Spain.

This new working group has been created in order to:

- Assess the current offer and needs of the broadcasting members of the Association relating to children channels/platforms;
- Collect information about ongoing activities and projects in the field of youth, in which other broadcasters could be involved/ interested;
- Explore the possibility of launching new cooperation projects having a Mediterranean dimension, putting together COPEAM European radio and TV members with the members from the MENA Region.
- Study the setting-up of international cooperation projects to be submitted to suitable EU calls (or of other institutional donors).

The meeting participants introduced themselves and briefly summarized the situation of their respective Organizations: the presence of dedicated children channels, the set-up of online platforms, their involvement in the production of original programmes, animation, educational and entertainment contents.

Some initiatives led by broadcasters and directly involving children and youth were mentioned:

Radio France: Festival "A Hauteur d'enfants" promoted by the regional public Radio France Bleu Hérault and directly involving children (focuses: podcasts' production, newsrooms, fighting fake news, AI). The participants were invited to attend the 4<sup>th</sup> edition of this event, scheduled in November 2024 in Montpellier. On that occasion, an in-presence meeting of the group's members could be organized. (To watch the video of the 2023 edition: <https://dai.ly/x8rprmo>).

France Télévisions: the initiative « Tour de France de l'EMI et de la citoyenneté » (the tour de France of Media and Information Literacy and citizenship) was described, involving schools, teachers and journalists.

The attendees expressed the following possible lines of action for the working group:

- Exchanging useful info/benchmarks about current editorial strategies;
- Exchanging useful info about media literacy initiatives involving youth;
- Encouraging media collaborations between Europe and the Arab world in this field;
- Further investigating common themes such as the Mediterranean Sea, environment, cultural and social challenges (i.e. migration, inclusion) that could serve as topics for joint international media projects.

With time, defining clear objectives and scope of the working group would avoid the overlapping with activities and purposes of other international groups operating in the same field.

It was specified that any initiative carried out within the COPEAM network falls in the general framework of international audiovisual cooperation; on this assumption and on the basis of the concrete actions it will be able to implement, the *Media & Youth* WG could turn into one of the permanent thematic Commissions of the Association.

The participating delegates were invited to share with COPEAM in the coming weeks their ideas for new initiatives, projects and possible international collaborations to be developed.



## **About COPEAM**

[www.copeam.org](http://www.copeam.org)

*COPEAM is a non-profit Association devoted to the promotion of dialogue and cultural integration in the Mediterranean Region, throughout the involvement of the major players of the audiovisual sector - among which the public service radio and TV broadcasters from 26 countries in the area - as well as professional and cultural associations, higher education institutions, independent producers and local authorities from Europe, the Balkans, North Africa and the Middle East. COPEAM operational headquarters are in Rome at the offices of RAI-Italian Radio and Television, which hosts its General Secretariat since the creation of the Association in 1996.*

*COPEAM brings together today about 60 members and bases its action on a multilateral cooperation formula aimed at enhancing and exchanging expertise within its network: it coordinates several international radio and TV co-productions; it is committed in the field of training (particularly in journalism) addressing young media professionals from both the shores of the Mediterranean; it carries out actions in favour of the safeguard and promotion of the Euro-Mediterranean audiovisual heritage; it organizes professional seminars and conferences on topical issues for the media sector; it conducts media campaigns and initiatives in collaboration with international bodies (Anna Lindh Foundation, UN agencies such as UNESCO, UNHCR, UNAOC, FAO, IFAD, etc.) on relevant global issues such as environment, migration, youth, gender equality; it collaborates, with a permanent partnership, with the EBU-European Broadcasting Union and ASBU-Arab States Broadcasting Union, on media cooperation activities between Europe and the Arab world.*

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