

The background of the cover is a photograph of a person in a desert landscape, wearing a traditional headscarf and holding a professional video camera on a tripod. The person is looking towards the camera. The landscape is arid with some low vegetation and a clear sky.

**INTER-SECTOR CONSULTATIVE  
JOURNALISM AND TRAINING  
WORKSHOP**

**THE NEEDS IN THE FIELD OF JOURNALISM TRAINING  
WITHIN THE BROADCASTERS OF THE  
SOUTH-MEDITERRANEAN AREA**

**CASABLANCA, 20-22 DECEMBER 2010  
Hotel Idou Anfa**



## Programme

**20 December**

**14:30 – 18:00 : OPENING**

- Ms. Micol PANCALDI, In charge of COPEAM training projects – *Presentation of the project COPEAM - UNESCO*
- Ms. Ito MISAKO, Communication and information adviser - UNESCO Office for Algeria, Morocco, Mauritania and Tunisia

*Presentation of UNESCO publications on journalism trainings*

- Ms. Rachida TAAME, Vice-president of COPEAM Training Commission, Head of training Department Soread – 2M

- Mr. Jean DE SUZZONI, AFPA - International affairs - Great South-East Inter-regional Delegation

*Presentation of the results of the questionnaire on training needs within the broadcasters of the South-Mediterranean area*

Moderator:

- Mr. Benoit CALIFANO – Director of the *Ecole Supérieure de Journalisme* of Montpellier

**21 December**

**10:00 – 13:00**

Exchange on journalism training demand and offer in the South-Mediterranean area

**13:00 – 14:30 : Lunch**

**14:30 – 17:30**

Exchange on journalism training demand and offer in the South-Mediterranean area

**22 December**

**10:00 – 13:00**

Info-day concerning distance education tools and opportunities (*e-learning*, satellite training, on-line tutoring and virtual classes, realization of video lessons, etc.).

Presentations by:

- Mr. Jean DE SUZZONI, AFPA - International affairs - Great South-East Inter-regional Delegation

*Presentation Télé Formation and Savoirs TFS*

- Mr. Nicola PARAVATI, Uninettuno - In charge of Communication and Development

**13:00 – 13:30 : Closing**



## Presentation of the project

COPEAM project “**South-Mediterranean public TV journalism training needs - survey and workshop**” has been approved by the International Programme for the Development of Communication (IPDC) of UNESCO, intended to reinforce the capacity of media and of the training centres focused on journalism and audiovisual communication.

This project – that follows the strategy developed within COPEAM Training Commission - aims at contributing to the conception of an adequate journalism training strategy starting primarily on information sharing between the media professionals and the representatives of the training centres in the field of journalism and audiovisual communication in the Mediterranean region. In addition to this, the project is meant to evaluate the feasibility of actions/programmes of distance education/training as well as other tools that contribute to meet the training needs of the public Southern Mediterranean broadcasters.

During the first phase, a **questionnaire** regarding journalism training needs, conceived by AFPA (*Association Nationale pour la Formation Professionnelle des Adultes*), was circulated within COPEAM broadcasters members of the South.

The second step of the project consists in the organisation of an **inter-sector consultative and information exchange workshop** on training needs and distance education/training tools (20-22 December, Casablanca).

This will be a unique occasion to let journalism training supply and demand meet.

## Participants :

**Radio Tunisienne:** Ms. Fathia Hamdane - Information Director  
**EPTV/Algeria:** Mr. Amar Bourouis - Central Editor in Chief  
**2M/Morocco:** Mr. Adil Chquiry, Secretary General of the Information Direction  
**SNRT/Morocco:** Mr. Khalid Khachan, In charge of training  
**PBC/Palestinian Authority:** Ms. Hanadi Masoud - Director of the International Relations Department  
**JRTV/Jordan:** Ms. Jehan Hamad Al Fuqaha - Coordinator of the International Relations Department  
**ORTAS/Syria:** Ms. Souhair Sermini - Director of the Satellite Channel

## Training organizations :

### CFI (Canal France International) :

Mr. Eric Soulier - Director Mediterranean/Asia  
 Mr. Christophe Dehlinger - Delegate for the Mediterranean  
 Mr. Jean De Pins - Direction Mediterranean/Asia

### AFPFA :

Mr. Jean De Suzzoni - International affairs - Great South-East Inter-regional Delegation

### Uninettuno :

Mr. Nicola Paravati - In charge of Communication and Development

### Ecole Supérieure de Journalisme de Montpellier :

Mr. Benoit Califano - Director

### INA (Institut National de l'Audiovisuel) :

Ms. Héléne Bettembourg – Training and research centre

### ESAV Marrakech :

Mr. Vincent Melilli - Director

### CAPJC (Centre Africain de Perfectionnement des Journalistes et des Communicateurs) :

Mr. Mohamed Gontara – General Director

### Media Training Centre :

Mr. Paul Daudin Clavaud - Director

## Working languages: French / Arabic

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