



2nd CONFERENCE OF THE TELEVISIONS OF THE MEDITERRANEAN AREA Palermo 3-6 December 1994

FINAL RESOLUTION APPROVED BY THE GENERAL ASSEMBLY

Those taking part in the Second Conference of the Televisions of the Mediterranean Area, held in Palermo from 3 to 6 December 1994, promoted by RAI- Radiotelevisione Italiana, the Region of Sicily and the Charter of the Mediterranean Area, and in particular:

- the representatives of the following broadcasting companies:

BNT (Bulgaria), CYBC (Cyprus), ENTV (Algeria), ERT (Greece), ER (Tunisia), ERTU (Egypt), Euronews, FT2 (France), IBA (Israel), The 2 Television and Radio Authority (Israel), JRTV (Jordan), LRT (Lithuania), PBC (Palestine), PBS (Malta), PRT (Poland), RAI (Italy), RTVE (Spain), RTVR (Romania), RTVSH (Albania), RTVSLO (Slovenia), ARD/SFB (Germany), TMC (Montecarlo), TSI (Switzerland);

with the participation:

- of the following governmental and intergovernmental institutions:

Italian Ministry for Foreign Affairs, Croatian Ministry for Foreign Affairs, Embassy of Cyprus in Italy, Presidency of the Council of Ministers of Portugal, Supreme Council for Radio and Television of Turkey, FAO, UNESCO, Council of Europe, European Union, UN Information Centre for Italy, Malta and Holy See, UNICEF Italian Committee, International Fund for the Development of Agriculture (IFAD), International Organization for Migrations (IOM);

- of the following international agencies:

North-South Centre of the Council of Europe, World Food Programme (WFF/PKM);

- of the following cultural and research institutions:

Institute of the Arab World (IMA), Universities of the Mediterranean (UNIMED), Centre of International Studies of the Maghreb (CETIMAME), Community of the Mediterranean Universities (CUM), Mediterranean Agronomic Institute (CIHEAM), Milan Polytechnic - Dipartimento di Scienze del Territorio;

- of the following professional audiovisual organisations:



European Broadcasting Union (EBU), International RadioTelevision University (URTI), INTERMAG, CIRCOM, National Audiovisual Institute (INA), Mediterranean Centre for Audiovisual Communications (CMCA), Antenna Media Sevilla;

- of the following non-governmental international associations:

International Council of the Cinema, Television and Audiovisual Communications (CJCT), Italian Association for the World Wildlife Fund (WWF), Facoltà dell'Arte e della Scienza;

- and of representatives of:

Jerusalem Capital Studios (JCS), 13 Production, GAL Production, Ciné-téléfilms, Forum 7, Eventi, Les Films du Tambour de Soie;

referring back to the conclusions of the First Conference held on the occasion of the Prix Italia in Palermo in 1990:

consider they should play the part of mediators in any difficulties and tensions that may arise and even more give support to the processes of adaptation of the immigrant minorities within the socio-cultural contexts of the host nations, by means of their information programmes, magazines and other specific types of programme (documentaries, short films, and so on), aware of the problems that have arisen with migration and of the need to foster reciprocal knowledge between the cultures of the host country and the immigrants' country of origin and a serene manner of living together in the same society;

reiterate that it is the task of the mass media and the cultural industry to contribute in a concrete manner to making the Mediterranean an area of cultural exchanges, economic cooperation, peaceful cohabitation, reciprocal understanding and acceptance of different ethnic, political and religious realities, which must maintain their own identity even when faced by the phenomena of migration;

undertake to take an active part, above all through television, in the humanitarian and environmental campaigns undertaken by national, international, intergovernmental and non-governmental organs covering the Mediterranean Area;

undertake to develop multilateral cooperation to increase audiovisual production, transnational and multilingual radio and TV broadcasting and multimedia distribution including in third countries, acknowledging the first positive experiences set in motion between the First and Second Conferences;

acknowledge the resources mobilised by the European Union, the Council of Europe, UNESCO, and the Mediterranean Regions, for an ever-increasing use of audiovisual media and in particular radio and television in multilateral cultural policies;

ask that these policies take into due consideration the importance and potential of regional cooperation in the Mediterranean area, which, in the widening of European cooperation, is no less important than other areas;

urge the international bodies that have the resources necessary for backing the audiovisual industry and the training of professional operators in the sectors adequately to upgrade the resources earmarked for audiovisual cooperation in the Mediterranean area;

acknowledge the opportunity offered by the restructuring of the European Broadcasting Union now in progress for launching new initiatives - including limited ones and ones with varying patterns - which EBU can support in the planning stage and later propose to all its members;

bring to the attention of all the audiovisual operators of the Mediterranean the potential already existing for audiovisual cooperation and exchange in the Mediterranean area offered by bodies such as EBU, URTI, CMCA, INTERMAG, CIRCOM and the Coordination between the film and audiovisual festivals of the Mediterranean Area and its data bank;

urge that the presence of commercial television be borne in mind, reiterating the particular role of public service broadcasting for the pursuit of the aims of pacification, development and cultural enrichment in the Mediterranean countries;

greet with satisfaction the undertaking by Euronews to expand its services in the Mediterranean area, to introduce Arabic and possibly to dedicate a part of the programming to the specific needs of the various geopolitical areas, including the Mediterranean;

express the hope that the newly formed Palestinian television may see a successful start to its service, acknowledging with satisfaction the democratic and pluralistic lines given to the new Mediterranean television, and undertake to exert pressure on their own political authorities and entrepreneurial organisations so the Palestinian TV may be given adequate technical and professional assistance;

recommend that, in the work of social integration of exchanges between cultures that the Mediterranean televisions intend to continue and develop, the ethnic, linguistic and religious minorities present in the various countries be always taken into account, fully respecting the identity of each.



Decide that the Conference of the Televisions of the Mediterranean Area shall:

- become permanent in nature, holding its own meetings at fixed intervals, possibly in another country;
- choose, with a balanced input from all the countries that adhere to it, the procedural details of its functioning, the content and methods of its general assemblies and of the necessary smaller and specialised meetings for the realisation of specific projects;
- set itself up as a common, recognisable interlocutor of the intergovernmental institutions - in particular the European Union and the Council of Europe - the specialised international agencies and the international bodies operating in the Mediterranean area by means of specific economic, social, educational, and environmental interventions that have declared their interest in a coordinated contribution by the media and first and foremost by broadcasting companies.

Declare the importance of concrete and visible projects to lend credibility and efficiency to their own forms of cooperation, and approve the priorities suggested by the five working parties in the draft resolutions listed in the appendix;

request RAI to ensure the immediate follow-up of the Conference, attending in particular to the final drawing up of the documents and their dispatch to participants and other interested parties;

request RAI, while waiting for special committee to be set up, to carry out the functions of Observatory and Secretariat on behalf of the bodies participating;

acknowledge RAI' s willingness to carry out these tasks.

Palermo, 6 December 1994