



**3<sup>RD</sup> PERMANENT CONFERENCE OF MEDITERRANEAN RADIO  
AND TELEVISION ORGANIZATIONS AND AUDIOVISUAL  
OPERATORS  
CAIRO 13- 16 JANUARY 1996**

**FINAL RESOLUTION APPROVED BY THE PLENARY ASSEMBLY**

The participants in the 3<sup>rd</sup> Permanent Conference of Mediterranean Radio and Television Organizations and Audiovisual Operators held in Cairo from 13 to 16 January 1996 on the initiative by the Egyptian Broadcasting Union and the interim Secretariat of the Conference, and in particular:

- representatives of the following broadcast bodies (present in person or by delegation):  
ARD/SFB (Germany), ARD/WDR (Germany), BNT (Bulgaria), CCRTV (Catalonia), CYBC (Cyprus), ERT (Greece), ERTT (Tunisia), ERTU (Egypt), Euronews, FT2 (France), FT3 (France), HRT (Croatia), IBA (Israel), The 2<sup>nd</sup> Television and Radio Authority (Israel), JRTV (Jordan), LJB (Libya), MKRTV (FYROM/Macedonia), 2M (Morocco), PBC (Palestine), PBS (Malta), RAI (Italy), RMC (Monaco), RTM (Morocco), RTVR (Romania), RTVSH (Albania), RTVS (Slovenia), TL (Lebanon), and TVE (Spain);
- of the following international Organizations:  
Council of Europe, North-South Centre;
- of the following cultural and research Institutions:  
Centre d' Evaluation et de Formation pour les Innovations et a Solidarité [evaluation and training centre for innovations and solidarity] (CEFIS), University of the Mediterranean (UNIMED), Communauté des Universités Méditerranéennes (CUM) [community of Mediterranean universities], Centre Regional Documentation Pédagogique de Provence [regional teaching documentation centre] (CRDP);
- of the following professional Organizations in the audiovisual sector:  
European Broadcasting Union (EBU), Université de Radiotélévision internationale (URTI), INTERMAG, Institut national de l'audiovisuel (INA), Centre Méditerranéen pour la communication



audiovisuelle (CMCA), Co-operative Internationale de a Recherche et d' Action en matière de Communication (CIRCOM), Arab States Broadcasting Union (ASBU) ;

- of the following international non-governmental Associations:

Centro Salesiano sulla Comunicazione [Salesian communications centre], LHIA (Little Heart International Association) Centre, Eurovisioni, Conseil International du Cinéma, de la Télévision et de la Communication Audiovisuelle (CICT) International Council of cinema, television, and audiovisual communication], Italian Association for the World Wildlife Fund (WWF)

- of the following professional studios:

Scenes de Villes, Jordan Studios, Laser, Sunny Side of the Docs, Les Films de Tambour de Soie, Les Films du Soleil, Middle East Broadcasting Centre

- and the following individual members:

Mr. Matouz El Moghaz (Areen Film Studio), Mr. Elsheikh Mammoud Salem, Mr. Hamdy Kandil (ART), Ms. Magda Bagnied (American University of Cairo), Mr. Mostafa El Shafei (Alexandria International Media Centre), Mr. Mikko Lokihoshi (European Campaign against Racism and Intolerance), Mr. Jawad Maraqa (Mass Media Export), Mr. Alfred Mikhail, Mr. Giulio C. Giordano and Mr. Giacomo Mazzone

with reference to the conclusions of the 2<sup>nd</sup> Conference in Palermo in December 1994:

- **reaffirm** the indispensable and primary role of the media and the audiovisual communication industry in constructing a Euro-Mediterranean space and the rebirth of a culture that refers thereto, as defined by the Barcelona Inter-ministerial Conference (November 1995);

- **reaffirm** their commitment to the ideals of peace, tolerance, and mutual understanding among people and their different communities;

- **take note** of the offer by the institutional and professional bodies (Council of Europe, North-South Centre, EBU, ASBU, Circom Regional, URTI, CMCA, INTERMAG, CICT-UNESCO, etc.) to make a concrete contribution to achieving the goals set by Co.Pe.A.M. and commit the Management Council to take all measures for the members to benefit from the services offered as soon as possible for the above-mentioned bodies;

- **commit** the Management Committee to providing Co.Pe.A.M. immediate with an interactive and data exchange nervous system in real time (on line and off-line) using, where available pre-existing electronic addresses or systems.



- **express** their wish that broadcasters, audiovisual producers, and film festival organizers immediately exploit all possible synergies to affirm the values of Euro-Mediterranean culture and to provide new impetus to cinematographic activity as a carrier for these values;
- particularly **commit** the Management Committee to striking a proper linguistic balance favouring the Arabic language in all Co.Pe.A.M. activities, particularly in extending the "Mediterraneo" Editorial Board to Arab speaking editorial staffs, and subtitling or dubbing audiovisual programmes produced or coproduced by Co.Pe.A.M. members;
- heartily **urge** Euronews to extend its services to the Mediterranean Basin by introducing the Arabic language and perhaps dedicating a portion of its programming to the particular needs of the Euro-Mediterranean area even by decentralizing production, where necessary;
- **ask** the European Broadcasting Union to provide all Co.Pe.A.M. members with an audio (4 wires) and video circuit to make possible simultaneous remote coordination of participants in any news exchange (EVN Mediterranean and to broadcast current events stories (4 to 5 minutes in length) to feed news magazines;
- **reaffirm**, with regard to all international, governmental, intergovernmental, and non-governmental (NGO) bodies, the need for continuous, impartial, and balanced training (both in exchanging know-how and in finally distributing funds) on the basis of a real concept a partnership;
- **stress** the need for all information projects to immediately take multimedia progress into consideration, and that it be used for this training;
- **express** their wish that Co.Pe.A.M. be provided with a Euro Mediterranean production exchange centre beginning with pre-existing artistic and commercial initiatives;
- **focus attention** on the urgent need to establish relations between its members and the main players in worldwide multimedia creation, production, and distribution;
- **support** the request to provide better funding to the Fund to assist the creation a programmes with a Mediterranean outlook
- **ask** the professional bodies concerned and international and European intergovernmental groups (Council of Europe, European Union, UNESCO, Programme Media, Euro Image, etc.) to assure ongoing supply and circulation of all information that may help Co.Pe.A.M. members achieve their objectives.



Unanimously decide that the permanent Mediterranean Conference:

- fully integrates the resolutions of the Palermo Conference and the priorities recommended at that time by the five work groups;
- organizes itself as a non-profit organization that will carry the name Co.Pe.A.M. - "Conférence Permanente de l'Audiovisuel Méditerranéen" [Permanent Conference of Mediterranean Audiovisual Operators" in accordance with the articles of incorporation approved during the Cairo Conference by the Plenary Constituent Assembly on 13 January 1996;
- considers as full founding members of the Association all participants in the Palermo Conference who so wish;
- takes note of and accepts RAI's willingness to set up the Association's official headquarters at its own Regional Centre in Palermo and to provide for the Co.Pe.A.M. secretariat.

Take note of the designation by the College of Founding Members of the 6 members elected to the Management Committee: to wit: ERTU, France 3, ERTT, JRTV, IBA, PBC, and the members co-opted by the College: URTI and RTVR.

Unanimously elect the following members:

- ERT, HRTV, NORTH-SOUTH Centre, PBS, and UNESCO/CICT to the Management Committee, to supplement the aforementioned eight members.

Accept the proposal of the Chairman of the Assembly and elect Mr. Vittorio Panchetti of RAI to the post of Secretary General, and Mr. Giulio Cesare Giordano, also of RAI, to the post of Deputy Secretary General.

Appoint, at the proposal of the Secretary General-Elect, Mr. Kamal Osman as Senior Liaison Officer for Arabic-speaking countries in the Euro-Mediterranean area.

Approve:

- The priorities and projects recommended by the six designated work groups during the Palermo Conference, whose resolution proposals are attached hereto;
- the proposals of the Management Committee regarding the establishment and composition of the following work groups for 1996: co-productions, TV news exchanges, radio and TV magazines, remote teaching and training, relationships between cinema and television, multimedia, the audiovisual stock.



Conférence Permanente de l'Audiovisuel Méditerranéen  
المؤتمر الدائم للوسائل السمعية والبصرية في حوض البحر الأبيض المتوسط  
Permanent Conference of Mediterranean Audiovisual Operators

Commit:

- the Association's Management Bodies to assuring the widest possible circulation of the Cairo Conference's minutes, and to take immediately all actions to represent the concrete needs of Mediterranean audiovisuals with all national, international, and European bodies.

Thank:

- the Egyptian Radio and Television Union (ERTU) for its nonpareil organization of the Conference and its warm welcome for the participants in the Cairo Conference;

- RAI Radiotelevisione Italiana for the competence and enthusiasm with which it carried out the tasks entrusted to it by the General Assembly in Palermo.

Unanimously approved by the Cairo Conference (16 January 1996)