

# COPEAM ten years

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1996-2006

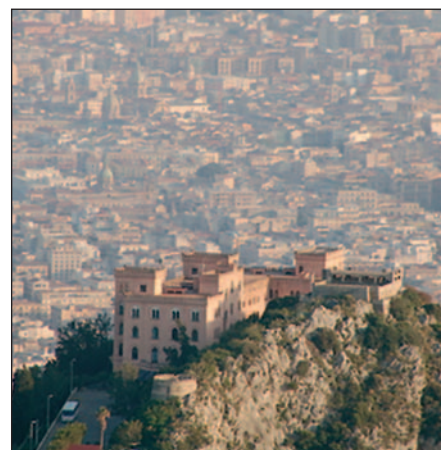
## Its origins: the “spirit of Palermo”

### ■ 1990: the Mediterranean audiovisual operators gathered in Palermo

September 1990 was the date in which the first Conference of European, African and Mediterranean Televisions was held in Palermo under the aegis of Rai - Radiotelevisione Italiana and of the EBU - European Broadcasting Union. This unprecedented event, which convened highest representatives of radio and television broadcasters belonging to 13 different countries, of Mediterranean Governments and of eminent cultural institutions, gave birth to the concept of “Mediterranean audiovisuals” pursuing the common will to establish an increasingly closer interdependence between the peoples of the region.

The Final Declaration of the Conference outlines the cultural and social reasons that justify the need to launch an appeal to the Media’s sense of responsibility in playing their leading role in the present international scenario: new technologies can contribute to overcome the concept of political boundaries and of cultural and linguistic barriers; the flow of values and traditions carried across the Mediterranean becomes ever-more intense and complex. Nonetheless, the germ of intolerance, of racism and of conflict undermines the very foundations of the Region’s development and growth processes. It is against this threat that the representatives of the radio and television broadcasters present in Palermo have undertaken to firstly act as the conveyor of values such as peace and dialogue among the peoples and cultures of both shores of the Mediterranean, by virtue of the crucial role that the audiovisual language has in shaping international public opinion; and, secondly, to use the instrument of cooperation as the means through which to promote a balanced growth of the media sector and, more generally, of the cultural industry, being convinced that cultural cooperation is not less important than political and economic cooperation but rather the opposite, as it is a necessary strategic complement thereof.

*[...] The representatives of the television corporations in European and African nations facing the Mediterranean have committed to operate at editorial, productive, and industrial levels so that the development of technology and of the communications and information markets can be directed towards objectives of dialogue and peaceful cooperation.*



Castello Utveglio, venue of the Conference



An image of the opening ceremony



View on the gulf of Palermo



Two moments of the plenary session of the second conference of Palermo



[...] “Means of mass communication and information will thus be able to contribute to a more general prospect of cooperation between the Mediterranean northern and southern shores, a prospect within which cooperation in the field of information and culture is called upon to play no less significant a role than that of economic and political cooperation.

*Final Declaration - Palermo, September 1990*

### ■ 1994: Conference of Palermo

This action was relaunched again in Palermo, in December 1994, when more than 250 participants, representing the principal TV broadcasters in the region but also international and European inter-governmental bodies and United Nations Agencies, convened to debate the issue of “The audiovisual cooperation within the Mediterranean basin: resources, problems, prospects”. The topic chosen arises from the growing awareness that, in the modern-day Information Society, there is a greater risk of widening the gap between the North and the South of the Mediterranean. Hence the urgent need of permanent and multilateral cooperation aimed at supporting bilateral partnerships, in which the audiovisual sector might take on a key role, as stated in the Final Declaration of the Conference:

*“It is the task of the mass media and the cultural industry to contribute in a concrete manner to make the Mediterranean an area of cultural exchanges, economic cooperation, peaceful cohabitation, reciprocal understanding and acceptance of different ethnic, political and religious realities [...]”.*

*Final Declaration - Palermo, December 1994*

The main outcome of the Palermo Conference was to decide to endow the Conference with a permanent structure under the name of *Permanent Conference of Mediterranean Audiovisual Operators (COPEAM)*, being convinced of the fact that cooperation, above all, means making relations between the interlocutors on the two shores of the *mare nostrum* stable and on-going.

## ■ 1996: The Cairo Conference marks its official establishment

The “spirit of Palermo” took its definitive shape in January 1996 when, upon the invitation extended by the ERTU - Egyptian Radio and TV Union, COPEAM was officially founded in Cairo, as an organization intended to be an international, inter-professional and non-profit Association. Its By-laws were unanimously approved on the 13<sup>th</sup> of January by the Plenary Constituent Assembly thereby establishing the nature and tasks of its management bodies.

The initiative also received the support of high institutional representatives such as the Egyptian Minister of Information who delivered an opening statement on behalf of the Egyptian President, H.E. Hosni Mubarak, and the Italian Minister of Foreign Affairs Ms. Susanna Agnelli who, also on behalf of the European Community, underscored the need to develop “common initiatives in order to overcome the traditional framework of bilateral cooperation” and that television, in particular, “can contribute in the most effective way in supporting professional training, technological development, cooperation among research institutes, dialogue between public and private enterprises”.

### **The Founding Members**

*Among the 63 Founding Members of COPEAM, 28 are radio-television broadcast bodies: ARD/SFB (Germany), ARD/WDR (Germany), BNT (Bulgaria), CCRTV (Catalonia), CYBC (Cyprus), ERT (Greece), ERTT (Tunisia), ERTU (Egypt), Euronews, FT2 (France), FT3 (France), HRTV (Croatia), IBA (Israel), The 2nd Television and Radio Authority (Israel), JRTV (Jordan), LJB (Libya), MKRTV (Macedonia), 2M (Morocco), PBC (Palestinian Authority), PBS (Malta), Rai (Italy), RMC (Principality of Monaco), RTM (Morocco), RTVR (Romania), RTVSH (Albania), RTVS (Slovenia), TL (Lebanon), TVE (Spain); representatives of international non-governmental associations, such as Eurovisioni, CICT (Conseil International du Cinéma, de la Télévision et de la Communication audiovisuelle) and WWF Italy; representatives of cultural and research institutes, such as UNIMED (Union des Universités de la Méditerranée), CUM (Communauté des Universités Méditerranéennes), CRDP (Centre Régional Documentation Pédagogique de Provence-alpes-côte d'Azur); representatives of international agencies, such as the Council of Europe and the North-South Centre, and of professional organizations operating in the audiovisual sector such as EBU (European Broadcasting Union), ASBU (Arab States Broadcasting Union), URTI (International Radio and Television University), INTERMAG, INA (Institut*

## **Structure and organization of COPEAM**

### **General Assembly:**

is composed by of the members of COPEAM and annually establishes the Association's lines of action

### **Steering Committee:**

is made up of 15 representatives (in addition to the Secretary General and the Deputy Secretary General), half of which are designated for a two-year term

### **President and three Vice Presidents:**

designated by the Steering Committee

### **Secretary General and Deputy Secretary General:**

are elected for a four-year term upon the proposal of the General Assembly and are in charge of managing the Association's current affairs and ordinary administration

### **Bureau:**

is formed by the President, the three Vice Presidents, the Secretary General and the Deputy Secretary General

### **Advisory Financial Committee and Advisory Strategic Committee:**

created in 1998 and 2003 respectively, their decisions are subject to the direct approval of the Steering Committee

*National de l'Audiovisuel), CMCA (Centre Méditerranéen pour la Communication Audiovisuelle), CIRCOM (Coopérative Internationale en matière de Communication); lastly, the representatives of independent companies operating in this sector as well as individual members.*

In fact, numerous professionals and operators of the articulate Euro-Mediterranean audiovisual scenario committed to promote the enhancement of the role of the media in fostering the values of peace, tolerance and mutual understanding. It is indeed this formula, based on the wide range of contributions and expertises, the exchange of know-how and the synergy between different tasks, that converts COPEAM into a unique entity at international level, grounded on a cross-referencing and inter-professional network.

### **Amin Bassiouni**

#### **Former President of COPEAM (1996-1998)**

On the occasion of the 10<sup>th</sup> commemoration to celebrate the establishment of the Permanent Conference of Mediterranean Audiovisual Operators, I would like to congratulate the President, the Secretary General and all of the colleagues working in the field of audiovisual media.

This ceremony brings to mind memories that are dear to us all, like of the first meeting held in Egypt in 1996.

I then had the honour to chair that meeting as, at the time, I was the Director of the Radio and Television Union and I also had the honour of greeting my colleagues with their delegations representing the audiovisual media operators in Mediterranean Countries.

I was proud to chair the first session of the Conference for two years. During that period of time, we launched an ambitious media plan aimed at fostering cooperation between media in all possible fields, including the proposal of several programmes focused on the historical and modern-day role of the capitals of Mediterranean Countries.

I am certain that, during its decade-long experience, the Conference has achieved its ambitions and has also prospected additional media plans reflecting the great leap forward made in this era of

### **■ The first elections**

Following the elections held within the Assembly, Amin Bassiouni (ERTU, Egypt) became President of COPEAM and the three appointments to Vice President were assigned to ERTT (Tunisia), France Télévisions (France) and to JRTV (Jordan). Vittorio Panchetti and Giulio C. Giordano of Rai (Italy) were respectively elected Secretary General and Deputy Secretary General.

It was Rai that offered its regional head offices in Palermo as the official seat of the Association and provided the Secretariat's functioning.

The founding conference of Cairo



# COPEAM meets with Institutions

The development of COPEAM network is significantly interlinked with the rapprochement process and the cooperation policies that the European Union promotes and implements with Mediterranean Countries. At the beginning of the '90s, the EU expedited a phase to intensify North-South relations and to identify common objectives. In 1992 the European Commission was already speaking in terms of a “Renewed Mediterranean Policy” and in 1994, within the framework of the European Council of Corfu (Greece), it presented a plan for a new EU Neighbourhood Policy that would subsequently lead to the 1995 *Barcelona Declaration*: the ultimate outcome of a series of political initiatives aimed at institutionalizing relations between Europe and the Countries lying on the southern shore of the Mediterranean, traces of which can be found in the 1957 Treaty of Rome.

## ■ 1995: the Barcelona Conference gives birth to the EUROMED Partnership

The first Euro-Mediterranean Conference convening the Ministers of Foreign Affairs of 15 EU-member Countries and of 12 Mediterranean Countries was held on the 27<sup>th</sup> and 28<sup>th</sup> of November 1995 in Barcelona, thereby giving birth to the Euro-Mediterranean Partnership (EUROMED), otherwise known as the Barcelona Process. Compared to the forerunning European Neighbourhood Policy vis-à-vis the Mediterranean, the EUROMED Partnership sets out a wider-scope comprehensive framework integrating the social, cultural, political and economic domains and laying down ambitious long-term objectives: the “neighbours” of the Mediterranean region become full-fledged European Partners. The bilateral cooperation approach is compounded with multilateral and regional negotiations reflecting the innovative strategic element.

Within the framework of the “*Social, Cultural and Human Chapter: developing human resources, promoting understanding between cultures & exchanges between civil societies*”, the essential role of dialogue and of mutual respect between different cultures and religions is re-iterated also at European level as the pre-requisite for any form of enduring and sustainable cooperation and development deeply involving civil society. It is indeed in this Chapter of actions that audiovisual cooperation is taken into consideration. “*The participants stress the importance of the role the mass media can play in the reciprocal recognition and understanding of cultures as a source of mutual enrichment [...]*” and again: “*Close interaction between the media will work in favour of better cultural understanding. The European Union will*

## Euro-Mediterranean Partnership Barcelona Process

The Euro-Mediterranean Conference of Ministers of Foreign Affairs, held in Barcelona on 27<sup>th</sup>-28<sup>th</sup> November 1995, marked the starting point of the Euro-Mediterranean Partnership (Barcelona Process), a wide framework of political, economic and social relations between the Member States of the European Union and the Southern Mediterranean Partners.

The EU enlargement on 1st May 2004 has brought two Mediterranean Partners (Cyprus and Malta) into the European Union. The Euro-Mediterranean Partnership comprises now 37 members, 27 EU Member States and 10 Mediterranean Partners (Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Palestinian Authority, Syria, Tunisia and Turkey). Libya has observer status since 1999.

In the Barcelona Declaration, the Euro-Mediterranean partners established three main objectives of the Partnership:

1. The definition of a common area of peace and stability through the reinforcement of political and security dialogue (Political and Security Chapter).
2. The construction of a zone of shared prosperity through an economic and financial partnership and the gradual establishment of a free-trade area (Economic and Financial Chapter).
3. The rapprochement between peoples through a social, cultural and human partnership aimed at encouraging understanding between cultures and exchanges between civil societies (Social, Cultural and Human Chapter).

The Euro-Mediterranean Partnership comprises two complementary dimensions, bilateral and regional, and counts on the MEDA Programme as the main financial instrument.

*actively promote such interaction [...]*". With these declarations, the Barcelona Conference places the media and the audiovisual sector in the focus of the overall design of the cooperation system settled with the EUROMED Partnership.

### **EUROMED Audiovisual**

The regional programme EUROMED Audiovisual, that embodies the conclusions of the Thessalonica's conference, is aimed at setting up new forms of cooperation between the European and Mediterranean operators in the audiovisual sector. This programme provides support to regional long-term projects in the domains of TV and cinema, and more precisely, in the following sectors: conservation of audiovisual archive material, production, diffusion/distribution and circulation of audiovisual products.

To this aim, the E.C. launched, in August 1998, a call for proposals for the first EUROMED Audiovisual programme (20 million euros of financing). This implied the implementation of six projects - starting from February/March 2000 - some of which promoted by members of COPEAM, such as CAP MED, coordinated by INA and devoted to the conservation and restoration of TV archives of the Mediterranean partners and the settlement of a database of reference for these archives; EUROMEDIAT00N - VIVA CARTHAGO, coordinated by CineTéléfilms, co-production of a series of cartoons on the Mediterranean history; Europa Cinémas, fund to support the distribution and the circulation of European and South-Mediterranean films; CINEMAMED, coordinated by Fondazione Laboratorio Mediterraneo, devoted to the promotion of films produced by Mediterranean partners through the organisation of an itinerant Festival dedicated to the Arab and non-Arab cinematography of the region, to the training to the writing of scripts and to the restoration of films.

### **■ 1997: The Euro-Mediterranean Intergovernmental Conference of Thessalonica**

Within the framework of the EUROMED process, in 1997 COPEAM was officially mandated to organise a Conference specifically on the topic of audiovisual cooperation. The aim of the meeting was to outline the guidelines for a cooperation policy in this sector, the "founding" activities to be developed, the areas of priority intervention in the sectors of production and distribution within radio and television broadcasting and, lastly, the financial resources with which the EU intended to implement said activities. COPEAM, in collaboration with EUREKA Audiovisual and the Hellenic Audiovisual Institute (IOM), organized this important event in Thessalonica, Greece, on 15<sup>th</sup>-16<sup>th</sup> November 1997. In its official investiture, COPEAM was internationally acknowledged to be the organization of reference in issues dealing with media and audiovisual cooperation within the EUROMED area.

On that occasion, the Association presented 20 pilot projects - "20 Projects for the Mediterranean" - aimed at promoting and developing the audiovisual sector in the Mediterranean basin. In other words, concrete indications enabling the Partnership to single out potentials and problems of the sector and to provide targeted and effective support thereto. Six of these projects were approved within the European programme *EUROMED Audiovisual*, a framework-programme devoted to the audiovisual sector, launched by the E.C. within the MEDA Programme.

## From strategy to action

After having defined the Association's strategies and mission, COPEAM began to convert its aims into actions. Alongside its role as international interlocutor – aimed at promoting the social and cultural relevance of Mediterranean media but also at reiterating the critical points and need among European Institutions as well – COPEAM also began to develop a cooperation approach of its own to increasingly enhance the involvement of its members and to use its network as the drive in the implementation of multilateral projects and partnerships. Indeed, already the Final Declaration of the 1996 Palermo Conference established 7 Commissions: COPEAM adopted as its operative approach to identify areas of priority action – e.g. co-production, exchange of radio and TV news and magazines, audiovisual patrimony, training, TVs by satellite – and to set up, for each one of the above, groups of professionals belonging to the Association in which to exchange experiences and skills and to propose joint projects and initiatives. Over the years, said Commissions were reshuffled and focused on new and different issues, with a view to developing an approach respondent to the developments and to the real needs of the sector.

### ■ 1997: The Marseille Conference

At the end of January 1997, in Marseille, COPEAM focused its annual Conference on the topic "From Strategy to Action". The participation of over 300 delegates in the meeting confirmed the growing importance of the international annual conferences of the Association that, every year, are hosted in a different country by an associate. From Palermo to Cairo, from Marseille to Algiers, from Casablanca to Tunis, the vast and multi-faceted Mediterranean panorama turns into a forum of reflections, debate, exchanges between intellectuals, professionals, institutional representatives and experts who debate over a specific core issue for the Region's media and audiovisual system.

In Marseille, the ideal axis on which to ground the Association activities was outlined, also on the basis of the reports presented by the working Commissions: COPEAM was to promote initiatives aimed at highlighting a "Mediterranean specificity" in the audiovisual field. The collaboration and cooperation between different broadcasters in the sector, and especially between producers and broadcasters, was to give rise to high-quality audiovisual products that might be recognisable as "Mediterranean". This is considered to be a winning approach especially in the wake of the success of currently ongoing projects such as the weekly television magazine "Mediterraneo" co-pro-



The conference of Marseille



## Vittorio Panchetti

Former Secretary General of COPEAM  
(1996-2000)

More than ten years have now gone by since Rai began to speak of the role of the media in the Mediterranean Basin within the framework of the prestigious Prix Italia that was hosted in the city of Palermo.

It was then understood that it was necessary to conceive new ideas and instruments so that Europe might not find a limit in the Mediterranean but rather an opportunity for a new political and cultural trend of development.

Thus the idea arose that all audiovisual operators should try to find new ways of overcoming the old system and the outdated conception of television and radio as the vehicle whereby to export ideas and programmes but without a real will to establish a dialogue between different cultures that are often in conflict among themselves.

This is how the Permanent Conference of the Mediterranean Audiovisual Operators was first conceived in Cairo, during long days of fiery debate and of deep-reaching analysis that brought together, around the common notion of belonging to the Mediterranean area, public service TV broadcasters, private producers, journalists, intellectuals and researchers, University institutions, international Organizations, with the aim of developing new operating tools for a dialogue based on the exchange of professional and cultural experiences.

It appeared possible to implement the project that, up to then, had seemed to be a mere utopia. To give birth to a Mediterranean Television that, by exploiting the great potential offered by new technologies, could collect and redistribute the enormous cultural patrimony of talents, professionalism and creativity of the operators in this area, thus becoming a full-fledged instrument of dialogue between different cultures and religions, with the aim of fostering a mutual understanding that might go beyond the still ongoing relationships between television networks based in the North and South of the Mediterranean.

It was surely not by chance that the European Union, on the basis of a comprehensive project, decided to finance the feasibility study on the establishment of a new multi-ethnic and multilingual Television Channel that would represent an authentic innovation in the communication scenario of the Mediterranean Basin.

duced by Rai (Italy), France3 (France) and TVE (Spain) – developed within the CMCA network (Centre Méditerranéen de la Communication Audiovisuelle) and supported by COPEAM, and characterised by the international nature and vocation of whose production, diffusion and editorial line – that still now represents an excellent example of exchange and cooperation resulting in a “Mediterranean product”. Since April 2006, thanks to the support of ENTV, Algerian public TV, that assures the Arabic version of the magazine, it is also available for ASBU members

### ■ 1998: A study for EUROMED TV, the Euro-Mediterranean channel

Following the idea of promoting the “Euro-Mediterranean identity”, the most ambitious and long-term project that the Association has ever intended to support was launched: EUROMED TV, a multi-cultural and multilingual Euro-Mediterranean satellite channel.

In 1997, in Paris, COPEAM set up a Strategy Commission and an *ad hoc* Working Group with the task of performing a pre-feasibility study on EUROMED TV and, in August of the same year, presented a proposal in reply to a Call for Proposals launched by the DG X of the European Commission, envisaging new projects for innovative and multilingual television channels. Throughout 1998, a committee of experts was designated to conduct a feasibility study, which was co-financed by the European Commission, on the implementation of said project, whose state of progress and conclusions were to be presented in Tunis and Valencia during the COPEAM annual conferences.



## EUROMED TV

*"The creation of a Euro-Mediterranean multi-cultural and multilingual television channel appears to be the founding and structuring action of a pluralist community capable of sharing, first within its own framework and subsequently with the rest of the world, its cultural heritage, the analysis of common problems, the acceptance of differences".*

*It is intended to be:*

- a multi-cultural channel that, from the very beginning, shall have to pursue the priority aim of developing a multi-cultural conception of its editorial line, to be structured multi-culturally. EUROMED TV shall have to meet the needs of all the cultural and socio-economic communities in its audience area by creating a vast Cathodic Agora, a privileged permanent forum, mutual knowledge-acquiring tools and development based on mutual recognition;*
- a channel of shared Knowledge and Know-How that shall privilege the training of young people, especially in technical and technological domains;*
- a multilingual channel that shall treat each one of the regional languages as a «mother tongue»: Arabic, Spanish, French, Greek, Hebrew, Italian, Turkish, and also English, considered as the common language of several Euro-Mediterranean communities and as the common language for potential TV-viewers in Northern Europe [...];*
- a catalyst for the creation of audiovisual and cinematographic productions and for Euro-Mediterranean co-productions.*
- the service channel of the Euro-Mediterranean Partnership.*

*From the Feasibility Study - 31 March 1999*

This topic was brought up in a wide variety of occasions like saying that, more and better than any other means, it would actually succeed in making the quantum leap that would enable the development of the notion of democracy and of civil empowerment with a view to facilitating integration and understanding among the peoples of the Mediterranean.

The years that followed showed that there are still difficulties and obstacles to overcome. Nonetheless, the validity of COPEAM remains entirely intact, just as the reasons underlying its birth and its innovativeness as a useful instrument not only for exchanges and co-productions, but also as a powerful means to favour the professional growth of media operators, which is directly proportional to the growth of liberty and democracy, both of which are difficult to achieve in many Euro-Mediterranean realities.

COPEAM undoubtedly represents one of the widest-reaching and most qualified European Organizations whose main aim is to achieve communication in all its possible forms.

Indeed, all media organizations (TV, cinema, journalism, centres of study, etc.) are COPEAM members and, throughout the ten years from its creation, its activities, albeit with many difficulties, have proven that communication, in all its manifestations, is the strongest and most qualified instrument whereby to bring the Mediterranean peoples closer.

I believe that the challenges that COPEAM shall have to meet in the near future will be to vigorously re-launch the project to create what is universally acknowledged to be the most effective and qualified communication tool: a Mediterranean television channel. Perhaps times are now ripe for this dream to start coming true.



### ■ 1999: The Valencia Conference

In March 1999, in Valencia (Spain), the COPEAM Conference addressed the topic “The Digital Era within the Mediterranean Region”. The key issue was if the new technologies could help bring the two shores of the Mediterranean closer together or if, on the contrary, they risked widening the existing divide. Among the different speakers, Jean Bernard Munch, President of the EBU (European Broadcasting Union), underscored the risks that the “digital revolution” might entail: economic inequality, technological exclusion and divisions within the social and economic fabric of the same country. Therefore, the transition to a digital system needs a structural re-organization and sizable investments. The contribution by Abdelhafidh Harguem, Director General of ASBU (Arab States Broadcasting Union) followed the same line of reasoning: the spread of digital technologies implies setting up of training programmes addressed to technicians and audiovisual operators in the field of production and broadcasting, and the standardization of technical equipment in the South of the Mediterranean.

COPEAM has taken stock of these indications in driving its launch of professional training projects which shall imply, in the years to come, the implementation of different activities in collaboration with COPEAM-member radio and television broadcasters and relying on some important international training centres already operating in the area.



The congress palace, venue of the conference

Plenary session



VI conference of Valencia



# Cooperation and product: exchanges and co-productions

## ■ 2000: The Casablanca Conference -

### A competitive formula: partnership and cooperation

In April 2000, in Casablanca, upon the invitation of 2M, the Moroccan TV, and under the High Patronage of H.E. King Mohammed VI and of the Ministry of Communication, the annual COPEAM Conference focused on the topic “Competition and Partnership”. At the dawn of the new millennium, the need arises to evaluate and analyse the Euro-Mediterranean audiovisual scenario as a complex, vast and mature market.

The great changes in the ICT sector – Information and Communication Technologies, the developments in the demand for and “consumption” of audiovisual products, both in quantitative and qualitative terms, the growing market competition and globalization: all these factors converge and translate into new challenges and new opportunities for the media sector. Both key-note speakers and conference participants reflected upon these issues. Roberto Zaccaria, President of Rai – Radiotelevisione Italiana, stated that “COPEAM provides a framework for developing an industrial and cultural plan of action for the Mediterranean audiovisual sector [...]”, of which he underscored the “big growth potential”. In order to optimise the potentials of the new global scenario it is necessary, continues Mr. Zaccaria, to “adapt our traditional products to new distribution platforms [...]”, to exploit the flexibility options also offered to television broadcasting by the new technologies and thus succeed in creating culturally valuable and qualitatively competitive products.

However, he concludes, “it would be a false pretext to imagine that we can address global competition from a national dimension. Valorising national cultures will therefore inevitably imply nurturing the dialogue with neighbouring Countries. Identifying common elements will be a prelude to creating a sort of Euro-Mediterranean identity. If we are to compete, we need to grow and, if we are to grow, we need to forge alliances, create joint productions and encourage the circulation of products”: in order to achieve this, multilateral cooperation is therefore indicated as the path to undertake. Along the same line of reasoning was the contribution by Nour-Eddine Saïl, Director General of 2M, elected as President of COPEAM, who used the expression “partenariat solidaire” (“solidarity-based partnership”) as the formula with which to increase the competitiveness of the Euro-Mediterranean audiovisual industry.

## Fethi Houidi

Former President of COPEAM (1998 – 2000)

### SO MUCH TO ACHIEVE TOGETHER

The birth certificate of COPEAM was signed almost ten years ago in Cairo, in the wake of the Barcelona process. Since then, several cities of the Mediterranean (*mare nostrum*), that in the course of the centuries has both brought us together and divided us, from Palermo to Marseille, from Tunis to Valencia, from Casablanca to Thessalonica, from Algiers to Cavtat, from Perpignan to Seville, have hosted our conferences, forums and workshops, according to the peregrinations of the Euro-Mediterranean audiovisual community, with its institutional representatives, intellectuals, professionals and experts.

Meanwhile, the official birth of COPEAM ten years ago was the outcome of its founding fathers’ will to launch a triple message: a message of hope, of opening, of solidarity and peace.

Hope, thanks to the audiovisual media, of gathering an existential community of intercultural conviviality within the Euro-Mediterranean environment, that will make it possible to go back to the original philosophy of tolerance and respect – and even love – of the Other, in other words, to reconcile Aristotle, Averroës, Saint Augustine and Maimonides. Because, in fact, humanism – a concept so deeply rooted in the Mediterranean – is after all nothing but the possibility for each one to express his/her own complexity and universality.

The VII Conference of Casablanca



COPEAM – the network of networks – has enabled the opening of multiple links with spaces of dialogue and balanced exchanges, within a cosmopolitan Mediterranean that thrives on its diversity, where the Word, sound and pictures reign in their manifold realities. Speaking more than one language, creating more than one picture and exchanging more than one idea, thus participating in more than one culture.

Solidarity and peace, with the common knowledge that beyond any divide, our future is necessarily part of a shared destiny.

Links have been established in the past ten years among all COPEAM members, extending beyond personal relations to a wholehearted commitment towards serving common ideals.

Making COPEAM the driving force of a cultural action that fosters a new vision of the Mediterranean, represents a cause that deserved and deserves, more than ever, to be supported. Let us make sure that the number of supporters increases to transcend our differences and silence any form of extremism. This entails supporting the decision, announced by EUROMED during the latest Barcelona summit, to create an alliance among civilisations. We would thus be the rightful successors of those who believe that “to gain greater knowledge of the Mediterranean, through its wisdom and soul, one should start by loving it, both with gentleness and violence...”.

Ten is already a considerable age for such an undertaking, though there is still so much to achieve together...

### ■ **Cooperation in radio broadcasting**

In line with these conclusions, projects are either expedited or re-launched that are aimed at facilitating the circulation of audiovisual products and at enhancing international co-productions.

As a matter of fact, in January 2000 the Association's Radio Commission launched the first radio cooperation project, titled “*Kantara*”. The project envisages a weekly co-production broadcast on Radio France's FB-RCFM (France Bleu/Radio Corse Frequenza Mora) frequencies as well as on the Moroccan radio broadcasting network, Chaîne Inter – RTM. Since 2004, the Radio Commission has been working at promoting this project among several other broadcasters with the aim of opening co-production options to new partners. For example, ever since the beginning of 2005, the Algerian and Egyptian radio broadcasting networks have been participating in the magazine and the Tunisian radio would join the project at the beginning of 2007. The programme is produced by the editorial staffs of the radio networks concerned, which, every week, invite personalities from the Northern and Southern shores of the Mediterranean to debate social, cultural and economic issues with the aim of fostering better mutual knowledge among the peoples of the region, enhance dialogue and compare visions and opinions. In October 2006, within the framework of the Radio Commission meeting held in Porto Vecchio, another radio co-production project was launched: “*Portraits of legendary football players*”. To this aim, the public radio broadcasters of Algeria, Croatia, Egypt, Italy, Rumania, Switzerland, Tunisia and Jordan, under the editorial coordination of FB-RCFM (France), are envisaged to produce portraits of both modern-day and past football players by cross-referencing their stories and suggestions; a popular topic targeted on young people through which the radio networks involved, together with any other network joining the project in the future, have the opportunity of describe a portion of their countries.

### ■ **“ERN-MED”: exchanging news**

The activities of the News and TV Magazine Exchange Commission have been focused on the *Regional Mediterranean News Exchange (ERN-Med)*, an exchange of Mediterranean socio-cultural, economic, sport and political topical TV subjects among television broadcasters that was developed by the Commission and implemented thanks to the technical support of EBU and of ASBU. Following the agreement between numerous television broadcasters of the region as well as radio and television broadcasting Unions

such as ASBU, URTNA and EBU, the regional coordination of the project has been assigned, since 2002, to the ENTV, the Algerian public service television broadcaster.

First launched with a single weekly exchange, the ERN-Med project consolidated over the years by actively engaging a vast number of television organizations of the region (Algeria, Jordan, Greece, Spain, Italy, France, Turkey, Tunisia, Morocco, Portugal, Croatia, ASBU) and thereby increasing its transmissions, until they gradually became daily, with over one thousand television subjects exchanged every year.

Deemed to be one of the pillars of the action plan underlying the cooperation between the “sister” Associations COPEAM, ASBU and EBU, over the years, the ERN-Med initiative saw its reach spread both in numerical and geographical terms, as well as from the perspective of its editorial development, through the use and optimisation of the subjects in the framework of news bulletins and news magazines, as occurred in some channels like Canal Algérie (Algeria), France3 Méditerranée (France) and Rai News 24/ Rai MED (Italy).

### ■ **“The Paths of Oil and Olive”: television co-productions**

Another line of activities launched within COPEAM focuses on television co-productions. The first project to be developed by the Association’s TV Commission and to be promoted and coordinated by COPEAM involves a series of documentaries and is entitled *“The Paths of Oil and Olive”*. Focusing on olive – a strongly distinctive element of the landscape, culture and economy of the Mediterranean region – the nine 26-minute long films are individually produced by Algeria, France, Cyprus, Spain, Palestine, Libya, Italy (two episodes) and Morocco. The cultural valence of the initiative especially resides in the comparison of the different narrative approaches, aesthetic codes and working methodologies adopted, and relies on the use of a “basket” production method: each partner in the project makes a contribution to the comprehensive bouquet of the series with a product of its own and is subsequently given access to the entire production. This cooperative approach is considered to be particularly effective as it combines the individual partners’ autonomy in producing a distinctive product that is subsequently integrated with the rest of the contributions thanks to a “federative” topic.

### **Voicing the opinions of the Heads of Programmes**

Strengthening the Mediterranean audiovisual sector and promoting and developing its products also entails creating effective synergies between the production and the broadcasting sectors.

Based on this assumption, in 2004 COPEAM, with the cooperation of the Institute of Mediterranean Cultures, called in Lecce (Italy) the first meeting of the Heads of Programmes of its member broadcasters with the aim of singling out shared editorial orientations on the basis of which to set up future co-productions and promote the circulation and the exchange of the audiovisual products that best meet – in terms of contents and formats – the scheduling requirements of the television broadcasters operating in the region. It was decided to hold these meetings on an annual basis.

# The Euro-Mediterranean media and the problems of the new millennium

## ■ 2001: the Thessalonica Conference

### The Media and Mediterranean identities

The 8<sup>th</sup> COPEAM Conference was held in March 2001 in the city of Thessalonica bearing the title: “Mediterranean identities: the issues at stake and the responsibilities of the media”. The success of the initiative was confirmed by the qualified level of attendance: institutional representatives like Romano Prodi, President of E.C., Yiorgos Paschalidis, Minister for Macedonia and Thrace, and Evangelos Venizelos, the Greek Minister of Culture; intellectuals like Pedrag Matvejevic, Vassilis Vassilikos, writer and Ambassador of Greece to UNESCO, and the historian Salvatore Bono; experts of the world of information and of the media.

The dichotomy between the age-old common Mediterranean heritage and the current multitude of cultures and between the unifying and the disruptive forces present in the region are the topical issues characterizing many of the contributions. Pedrag Matvejevic thus voices his considerations on the topic of Mediterranean identities: “The Mediterranean ensemble is composed of several sub-ensembles”, and this is exactly the characteristic that makes up its fascination and its richness but that also forms “the fractures which divide it, the conflicts that tear it apart”. In his speech, Habib Chawki Hamraoui, Director General of ENTV, the Algerian public service television broadcaster, analyses the weak links in the region’s audiovisual product exchange circuit: he especially highlights the great mismatch between the

COPEAM welcomes  
the E.C. President,  
Romano Prodi



North-South and South-North flows of exchanges: scarce is, in fact, the quantity of products produced on the Southern shore of the Mediterranean that actually makes its way into the European market. In order to react to this situation – Hamraoui continues – it is important that both partners make an effort aimed at “the joint reappropriation of the common memory and identity”, at a “progressive rebalancing of relations”, at freeing communication from taboos and distorting mirrors. For the operators on the Southern shore, he concludes, “the first priority is to reduce the disparities and gradually improve our production, broadcasting and distribution structures so as to make them more effective and more suitable for the regional and international markets we have resolved to enter”. This opinion is also shared by Michelle Cotta, Director General of France 2, who advocates the achievement of a “two-directional” flow of audiovisual products in the area.

Mr. Romano Prodi, President of the European Commission, stresses, in his speech, the regained centrality of the Mediterranean within the global context and the responsibility shouldered by the Mass Media in re-enforcing this new “geography”. Relevant are his considerations on the Barcelona Process: “The intuition was correct but the implementation of the Partnership, over the last 6 or 7 years, has been slow and has created an atmosphere of distrust among Mediterranean countries. We resolutely want to renew this policy and especially to implement strong regional policies on the Southern shore of the Mediterranean [...]”. A top-ranking priority for the region is an “equalitarian cooperation” also within the cultural and communication contexts: “We need your help – says Mr. Prodi – in order to establish new rules enabling a wider circulation of audiovisual products and of mass communication tools in which all Countries, and not only a few, might be major players”. Nour-Eddine Saïl, President of COPEAM, confirms to the President of the E.C. the Association’s commitment to cooperate in this joint project for a Mediterranean characterised by peace and development by underscoring the expectations that the Countries of the region have vis-à-vis European Institutions: “*en attendant Bruxelles*” (“waiting for Brussels”).

## **Nourredine Saïl**

*Former President of COPEAM (2000-2002)*

### FOR A REGAINED CENTRALITY OF THE MEDITERRANEAN

Our audiovisual and cinematographic industry must structure itself with a view to playing a role in the economic and cultural development of our societies. It lacks neither creativity nor technical know-how. Although we are to above all count on our own forces, we must nonetheless consider that market data are distorted due to the effects of globalisation.

In similar circumstances, how are we to defend our identities and our cultural expressions against the economic and cultural imperialism that is surreptitiously reshaping our imaginary, the nature of our emotions and our codes of interpretation? Europe is endeavouring to tackle and answer this important question with a greater or lesser degree of success by applying the principle of defence of cultural diversity. But can a Europe cut off from its Mediterranean roots meet the challenges imposed upon it single-handedly?

It is up to us, Professionals of the South, to marshal our forces, enhance our cooperation, create all possible synergies in order to pool together all our means and our talents...



## Hamraoui Habib Chawki

*President of COPEAM since 2002*

A typically Mediterranean tradition dating back to Ancient Times is the upkeep of annals, out of concern to scrupulously keep a written trace of history. Thus, the decision of COPEAM to maintain said tradition - with talent - comes as no surprise, considering the large number of historians and academics of different vocations who belong to the Association, together with the most outstanding communication representatives of the Mediterranean basin that are involved in its different networks.

The contrary would have been puzzling in view of the strong potential and intelligence shown by the Association in its introspection and rereading through an objective evocation and reconstitution of its sometimes very recent past.

The publication of a book containing precious information on the origins and the evolution of the Association, which is presently well rooted in the Euro-Mediterranean media and cultural landscape, has enabled COPEAM to kill two birds with one stone.

On the one hand, it has acknowledged the value of written signs, even though it has always essentially been a "maker" of sounds and pictures, thus justifying the Latin adage «*verba volant, scripta manent*».

On the other hand, it has become conscious of its moral and intellectual requirements, i.e. to bear factual evidence of the genesis, content and history of ideas and actions whose prevailing feature is that of being shared and supported by convinced and committed men and women.

In so doing, it pays tribute to the precursors, but also the successors who will pursue the effort, for having been able, notwithstanding hostile forces and events, to sow values of respect and tolerance, always in line with the established objectives, and to be equal to the deep faith fed and cultivated for a long time by the Mediterranean Nations, in a community of destiny based upon neighbourhood, interculturality and development requirements.

The Association must indeed have a profound belief in its ideals to stop just for the time necessary to look back and assess the ground covered, recording in a book all the acts and events that reveal the considerable maturity of an Organisation that has barely reached early adolescence.

Let us face the facts: the authors of this indispensable document have performed a masterstroke at their first attempt.

In reading and appreciating their work and its teachings, I remembered the words of one of our men of science who had very precociously reached the summit of wisdom and said: "One should learn to speak before writing, and to listen before speaking" I would like to seize the opportunity of the publica-

## ■ 2002: the Algiers Conference - Media and peace

9/11, with the bout of unrest and problems that it unleashes, affects the topics and the nature of the contributions made during the Algiers Conference of May 2002. Upon the invitation of ENTV, the Algerian public service television broadcaster, and under the High Patronage of the President of the Republic, H.E. Abdelaziz Bouteflika, almost six hundred participants meet to debate the issue "Media in the Mediterranean as factors of dialogue and peace".

"The Mediterranean home is no longer a utopia": with these words, Mohammed Abbou, the Algerian Minister of Communication and Culture, opens the Conference proceedings. In the post-9/11 international scenario, dense with conflicts, extremisms and new tensions in the Middle East, dialogue and peace become "imperative necessities", to quote the Minister. The deep-reaching changes provoked by 9/11 reveal a "new media landscape", says Mr. Habib Chawki Hamraoui, Director General of ENTV, and President of COPEAM newly elected by the General Assembly. Paul Balta, journalist and writer, agrees with Emile Temime, historian, in advocating greater interaction and collaboration between the world of culture and of information, especially in the field of television: the need to combine knowledge and know-how becomes increasingly important especially in view of the growing responsibilities that the world of information is called upon to shoulder. Several representatives of the media world question themselves on this point: Jean-Marie Cavada, President of Radio France, states that "the media have the essential task of informing the population on the reality of the world that surrounds us, in a quest for dialogue not only between countries but also between the different communities of a single country". Hervé Bourges, President of the International Union of the French-speaking Press, underscores the extraordinary value of the Mediterranean cultural heritage which joins together "the rational and humanistic values of the Hellenic and Alexandrian traditions, the juridical and moral values of the Latin tradition, and the spiritual values of the three great monotheistic religions". This complex common and transversal patrimony creates a situation whereby the responsibilities of the media cannot be merely national but rather have an international nature, also in consideration of satellite broadcasting technologies which override all national borders and broaden the reach of messages. Pier Luigi Malesani, Director of International and Institutional Relations of Rai, endorses this line of thought by re-iterating that "we need to be aware that the images and the news that we broadcast every day, the films that we produce,

The plenary Conference room



shape opinions, ideas, consciences. They can create understanding or they can fuel diffidence and prejudice". All this, according to Ghislain Achard, Secretary General of France Télévisions, requires that the European Commission provides its support, especially financial, to radio and television organizations insofar as these national broadcasters "do not dispose of sufficient means to fully assure such a transnational and inter-cultural cooperation mission".

The meeting closed with the approval of a "Declaration against intolerance" in which audiovisual cooperation is acknowledged to be a determining factor in the stability and peaceful co-existence of the Mediterranean region.

The opening ceremony of the conference



tion of this important tool to say how happy I am to learn that so many common works have actually been published, thanks to solidarity and perseverance, and that finally, when man is convinced about the soundness of a project, he always succeeds in carrying it through to a successful conclusion: victory. I cannot therefore but express all the gratitude our community owes to the men and women who, both in the forefront and in the background, have managed this project wholeheartedly, triggering its existence that has fortunately reached the desired point of non-return.

The Algerian Television, and through it Algeria and President Bouteflika, are very solicitous towards COPEAM and greatly esteem the Euro-Mediterranean ideal; they wish this initiative all the success it deserves and hope it will be republished regularly, thus certainly contributing towards writing the much needed history of Mediterranean audiovisual communications.

### **Giulio C. Giordano**

*Former President of COPEAM (2000-2004)*

Ten years, already!

Ten years have gone by, since a small group of "visionaries" had the idea of gathering the Mediterranean audiovisual operators around an ambitious project: that of creating a Permanent Forum able to foster the dialogue between the two shores of the Mediterranean basin through the Media.

This idea took shape for the first time in 1994, in Palermo, where, in a spirit of friendship and enthusiasm, the Permanent Conference of the Mediterranean Operators was created.

Since the beginning, COPEAM has been meant to be an inter-professional and multi-cultural organization, as regards its nature; equal in its way of functioning and, moreover, voluntary, in the highest sense of the term, as regards its action.

It had the ambition of being the "network of networks" of the Audiovisual Mediterranean industry. A title that would have been recognized, some years later, by UNESCO.

When the Conference of Barcelona laid the foundations of the Euro-Mediterranean Partnership, in 1995, COPEAM was already there and it largely contributed to the setting up of the European Union's policy devoted to the Mediterranean Audiovisual industry and to its further development.

In particular, COPEAM was the engine and the co-organiser of the high-level Conference on the Mediterranean Audiovisual industry, held in Thessalonica in 1997, that was intended to lay the basis of the budget line named Euromed Audiovisual.

Some actions, although carried out with a great professional rigor, hadn't had the success they deserved. To mention just one of these in particular: the project of a Euro-Mediterranean satellite network, multiethnic and multicultural (EUROMED TV), devoted to

promote the dialogue among cultures and peoples, factor of peace and mutual recognition.

The impasse of this project, supported by everybody at the beginning (anyway, this is what seemed to be), was so much scorching as exemplar. It has been forgotten because of the double conjuncture where the European institutions have "turned a deaf ear" to the project, and the States and structures revealed an incredible "myopia": that of choosing to set up similar initiatives at national dimension without great perspectives, instead of fostering a large project of cooperation that was perfectly integrated within the framework of the objectives both of the association and of the Euromed Audiovisual device. This is disheartening all the more so because Europe must face today the limited success of the Euromed Partnership and the tragedy that represents nowadays the absence of a real international policy within the Mediterranean basin and the Near East. Other actions were perhaps too advanced compared with the capacity of the media of setting up a policy of real multilateral cooperation and remained alone in their splendid isolation.

For instance, the magazine "Mediterraneo" unique case of weekly production that has been carried out - for 10 years - by an international editorial staff that works together to "manufacture" a common product ! Unfortunately, this magazine has not the room and the audience that would greatly deserve. "None is prophet in his own country", said the Latins! In a moment where only the pragmatism reigns, it will be advisable to revisit our founding principles and to find back our original "ideology", generally called "spirit of Palermo"!

COPEAM can not and must not be simply a Forum, a "lobby" or a "desk" or a "cooperative" devoted to actions at a variable geometry. It can't favour the interests of the members of one of its boards and forget the others. It must, on the contrary, be able at same time to constitute a centre of resources for all its members; create opportunities not for itself but in favour of everyone interested in; build bridges among the fields of conception, production and distribution ; promote networking activities in every domain of our know-how.

The effort made by COPEAM aimed at favouring the approach between the audiovisual industry and the institutions must be continued and enhanced. By means of this and of the support of all the potential strength represented by its members, COPEAM will pursue its essential aim: that of making the Euro-Mediterranean audiovisual industry an effective instrument of dialogue and of peace within the region. Our association is still young. Only ten years old. It has done a lot, but it could do even more if we recover all our initial ideals and if we are able to regain the centre in order to bounce ahead!

Long life to COPEAM!

### ■ 2003: the Cavtat Conference - Media and development

The tenth COPEAM Conference was held in May 2003 in Cavtat (Dubrovnik), Croatia. The meeting, organized by HRT, the Croatian radio and television broadcaster, under the aegis of H.E. Stjepan Mesic, President of the Republic, and of the Minister of Culture, was held for the first time in an Eastern European country and focused on a specific topic of immediate international urgency: "Media as partners of the sustainable development within the Euro-Mediterranean region" in which "sustainable development" means the development model that "makes it possible to satisfy the needs of a generation without undermining the capacity of subsequent generations to satisfy their own" and that not only refers to the environment but also takes into consideration and integrates social, cultural and economic factors. A strategy based on solidarity and partnership requiring the strong participation of civil society. COPEAM is taken to be an ideal launching pad from which to expedite projects aimed at sensitising public opinion, by mobilizing the media to work in favour of a "true pedagogy of development". Raising the awareness of civil society and correcting certain behaviours and consumption habits is something that goes through the media, which are considered to be "opinion-makers" – says Carleen Gardner, Deputy Director General of FAO – although this does not downplay the responsibilities that political institutions have within this context. The largest hurdles to overcome remain a certain amount of resistance among public service radio and television broadcasters to open their programming to accommodate issues such as these, as well as insufficient financial resources to sponsor projects.



Cavtat conference's hall

# New institutional recognition

## ■ 2003: Naples hosts the VI EUROMED Interministerial Conference

The VI Euro-Mediterranean Conference convening the Ministers of Foreign Affairs was held in Naples on the 2<sup>nd</sup> and 3<sup>rd</sup> of December 2003 under the Italian Presidency of the European Union. The Conference was envisaged to be the institutional venue in which to analyse and give new momentum to the Barcelona Process. Despite the presence of a climate of international uncertainty and complexity, the meeting was held in an atmosphere of constructiveness and pragmatism.

Three were the main topics and targets achieved in the meeting: the development of a project for a “Euro-Mediterranean Foundation for the dialogue between cultures” (formed upon the initiative of the High-level Advisory Group which was established by the President of the European Commission, Mr. Romano Prodi); the future of the Fund for Euro-Mediterranean Investment and Partnership; the establishment of the Euro-Mediterranean Parliamentary Assembly.

The meeting was to achieve an important result for COPEAM. Habib Chawki Hamraoui, President of COPEAM, in agreement with and with the support of the Italian Minister of Foreign Affairs, sent a letter to the Ministers of Foreign Affairs of the 37 delegations involved, in which he drew their attention to the essential role played by audiovisual cooperation in building up the Euro-Mediterranean Partnership and highlighted the activities performed by COPEAM in this sector. Thanks to this action, the Ministers decided to introduce a paragraph highlighting the action of the media and specifically citing COPEAM in the Final Declaration of the Conference, in the Chapter titled “Social, cultural and human partnership, Dialogue between Cultures”:

*“[...] While reaffirming the crucial role of media in promoting better governance, mutual understanding and social cohesion, the Ministers agreed on the need for enhanced endeavour in the audio-visual field and welcomed the ongoing initiatives on media co-operation in the Euro-Mediterranean region, including those promoted by the Permanent Conference of Mediterranean Audiovisual Operators”.*

This represented an authoritative acknowledgment of the Association’s efforts and achievements, which were recognised as best practices in the document.

## The media in the High-level Advisory Group’s report

In the report titled «On the dialogue between peoples and cultures in the Euro-Mediterranean area», published in October 2003, the High-level Advisory Group, created upon the initiative of the President of the European Commission, devotes a long chapter to the media insofar as they are considered to be “an essential tool of equality and of mutual knowledge” and sets proposals for actions aimed at enhancing said role:

- promote, in schools of journalism and cinema, the development of courses on cultural diversity;
- train the public towards cultural dialogue and acquiring a critical spirit, by achieving target measures such as the creation of tele-clubs, involving young people in designing programmes and promoting experiences aimed at the popularization of science;
- encourage the production and broadcast of programmes and films dealing with the Mediterranean and produced in this region;
- promote local channels and distribution relays in the countries of the South and foster the creation of “neighbourhood channels”;
- participate in the European co-funding addressed to the installation of one or more unencrypted multilingual television channels on existing Mediterranean satellites;
- foster the creation of a media observatory attached to the Euro-Mediterranean Foundation which, like the latter, would enjoy complete independence.

## FIVE YEAR WORK PROGRAMME

*Barcelona, 27<sup>th</sup> and 28<sup>th</sup> November 2005*

"The aim of this programme is to implement the objectives agreed by partners at the 10th Anniversary Euro-Mediterranean Summit in accordance with the Barcelona Declaration of 1995. This work plan is designed to provide the basis for Euro-Mediterranean cooperation for the next five years. [...] this work programme, as well as the implementation of the Association Agreements and the European Neighbourhood Policy Action Plans, will be supported through technical and financial assistance provided through the MEDA Programme, the future European Neighbourhood and Partnership Instrument (ENPI), bilateral contributions from Member States, FEMIP and other relevant financial instruments, at levels consistent with the high ambition of our Euro-Mediterranean Partnership."

The Work Programme is divided into 4 areas of intervention : Political and Security Partnership; Sustainable Socio-Economic Development and Reform; Education and Socio-Cultural Exchanges; Migration, Social Integration, Justice and Security.

Within the Chapter "Sustainable Socio-Economic Development and Reform" it is envisaged to "Design and implement a road map, for the creation of a *Free Trade Area* by 2010". This Euro-Mediterranean Free Trade Area (EMFTA) will become the world's biggest free trade area from Scandinavia to Morocco and from Israel to Syria involving 600-800 million consumers and all kinds of goods by 2010. This objective was already set in the Barcelona Declaration in November 1995 with the purpose of improving not only the trade relations between the EU and the Mediterranean states, but also to improve the so-called South-South relations in an attempt to favour and boost the harmonic development of the entire southern Mediterranean region. The common market will include also the four European states Norway, Iceland, Liechtenstein and Switzerland, signatories of the European Free Trade Association (EFTA).

## ■ 10<sup>th</sup> anniversary of the Barcelona Process

Completing this process, COPEAM, during the EUROMED Summit held in Barcelona on the 27<sup>th</sup> and 28<sup>th</sup> of November on the occasion of the 10<sup>th</sup> anniversary of the Partnership – a crucial opportunity in which to weigh the objectives achieved and launch an action strategy for the future – in a joint action with Rai, ENTV and the Italian delegation to the Summit and with the support of the Algerian and Spanish delegations, presented an amendment to the EU's five-year Action Plan endorsing the role played by the media in promoting inter-cultural dialogue and committing the EU to provide its support in promoting both existing (like Euronews channel) and to-be media initiatives and products in line with these objectives: "*The Euro-Mediterranean partners will [...] enhance the role of the media for the development of inter-cultural dialogue, including by supporting the setting up of multicultural and multilingual channels and portals*" (Chapter: "Education and Socio-Cultural Exchanges).

Alongside the development of audiovisual products and formats capable of representing the multi-cultural and complex fabric of the Mediterranean region, COPEAM is working towards promoting media "containers" capable of delivering said contents. This is the approach underlying *TERRAMED*, the project envisaging a multi-cultural and multilingual Euro-Mediterranean satellite portal through which it might be possible to highlight and promote television productions of the region: a showcase in which to display a mosaic of programmes "with a Mediterranean vocation" drawn from the programming of television broadcasters that are partners in the project. Putting it into a modular sequence, said portal could represent the first phase in developing a truly Euro-Mediterranean television product: EUROMED TV.

The EUROMED Conference of Barcelona, November 2005



## Inter-regional cooperation

### ■ 2003-2005: The World Electronic Media Forum

Pursuant to a United Nations Resolution, the first of two phases envisaged for the proceedings of the WSIS – World Summit on the Information Society – was organized in Geneva in December 2003. This extraordinary event involving top-ranking State and Government representatives as well as nearly 11,000 participants from 175 countries, also accommodated the WEMF – World Electronic Media Forum, a meeting of the representatives of the major radio and television media of the world.



The Forum closed with a *Broadcasters' Declaration*, signed by the participants and presented to the institutional representatives of the WSIS by the Secretary General of the United Nations. Five are the essential points contained in the document:

1. *Communications technology is not an end in itself; it is a vehicle for the provision of information and content;*
2. *Freedom of expression, freedom and pluralism of the media and cultural diversity should be respected and promoted;*
3. *The electronic media have a vital role to play in the information society;*
4. *Television and radio are crucial for ensuring social cohesion and development in the digital world;*
5. *Information should remain accessible and affordable to every one.*

COPEAM, already represented at the Geneva Forum by its President, Mr. Habib Chawki Hamraoui, actively participated in the second phase of the WEMF, which was organized by the WBU-World Broadcasting Union an

### The media and the cultural diversity in the "Geneva Declaration of Principles" WSIS – 10/12 December 2003

#### Chapter 8:

*Cultural diversity and identity, linguistic diversity and local content*

"Cultural diversity is the common heritage of humankind. The Information Society should be founded on and stimulate respect for cultural identity, cultural and linguistic diversity, traditions and religions, and foster dialogue among cultures and civilizations. The promotion, affirmation and preservation of diverse cultural identities and languages as reflected in relevant agreed United Nations documents including UNESCO's Universal Declaration on Cultural Diversity, will further enrich the Information Society. (..)"

#### Chapter 9: Media

"We reaffirm our commitment to the principles of freedom of the press and freedom of information, as well as those of the independence, pluralism and diversity of media, which are essential to the Information Society. Freedom to seek, receive, impart and use information for the creation, accumulation and dissemination of knowledge are important to the Information Society. We call for the responsible use and treatment of information by the media in accordance with the highest ethical and professional standards. Traditional media in all their forms have an important role in the Information Society and ICTs should play a supportive role in this regard. Diversity of media ownership should be encouraged, in conformity with national law, and taking into account relevant international conventions. We reaffirm the necessity of reducing international imbalances affecting the media, particularly as regards infrastructure, technical resources and the development of human skills."

Association grouping regional radio and television broadcasting Unions (EBU, ASBU, URTNA, ABU, CBI, NABA, OTI and AIR-IAB) and that took place in November 2005 in Tunis, upon the invitation of the ASBU.

The meeting reaffirmed the importance of the so-called traditional media during the different sessions focusing on the role of media in the digital era and, more specifically, in achieving the Millennium Development Goals of preserving cultural diversity, conserving audiovisual archives and supporting the safety of journalists in areas of conflict.

President Hamraoui participated in the work session focused on the topic “Cultural diversity and dialogue between civilizations within the Information Society” devoted to the role of the media in actions aimed at conserving cultural diversity and reinforcing dialogue between civilizations.

During the Forum’s final day of work, the participants mandated the Secretary General of the United Nations, Mr. Kofi Annan, to transmit a key message to the international community: the need to improve the physical safety and integrity of journalists, media operators and press agents in situations of armed conflict. The Forum entreated the Security Council to adopt resolutions guaranteeing that, in case of the exercise of violence against these professional categories, in violation of the international humanitarian law, said crimes might be referred to the International Criminal Court as a serious crime of war.

Lastly, during the closing session of the WEMF, the discussants in all the sessions put together their messages and transmit them to all the Heads of State and Governments participating in the WSIS, entreating them to “*Develop the Information Society in the spirit of freedom of expression, pluralism, cultural diversity and public service*” and to “*assert the crucial role of the media as providers of information, exchange and dialogue between cultures, and especially of broadcasters who bear the specific task of incorporating technical innovation into the programmes*”.

## ■ 2006: The Asia Media Summit

In May, the AIBD (Asia-Pacific Institute for Broadcasting Development) organized the 2006 edition of the Asia Media Summit in Kuala Lumpur (Malaysia). This annual international conference was attended by 400 participants including governmental representatives, media professionals, academic representatives, news and programme managers from across Asia Pacific, Africa, Europe, the Middle East and North America.

In the perspective of a growing cooperation, the AIBD invited COPEAM to join the reflection process and to present a contribution in the work session devoted to the topic “Regional contents for a global audience: a growing challenge? – Promoting the Millennium Development Goals: the role of broadcasters”: *“We have understood that the difficulty in broadcasting programmes from one corner of the planet to another essentially lies in the need to actually understand the added value of diversity, especially in the audiovisual sector. As public service broadcasters, we are experiencing the strongly innovative and comprehensive challenge of measuring up to the expectations of an increasingly demanding viewership. How should we act in this new situation? By following the explanations given by Darwin approximately two centuries ago, i.e. adapting to the new environment or, in other words, by valorising the growing multi-culturalism of our societies; by combining different sensitivities, cultures and heritages, with the aim of achieving the formula for a ‘global product’” [...] “COPEAM is like a butterfly’s fluttering of wings, and I’m here to try to explain our vision in the way we are used to: by images and sounds”* (Excerpt from the speech by Alessandra Paradisi, Secretary General of COPEAM).

This represents an important step forward in developing a “global community of ideas” in the field of media and communication.



Opening frame of the “Butterfly effect” video, realised and presented by COPEAM during the Summit



The plenary session of the Summit



## 2005: The Seville Charter

### ■ A new axis of reflection: professional code of conduct

In February 2005, COPEAM and Rai News 24 organized an innovative and important meeting in Venice: a day-long debate between the main media players in the field of international news from the Arab and the Western world. The representatives of the major all-news satellite channels – amongst which Al Jazeera and Al Arabyia and the Western media BBC and CNN – of the leading Italian national printed media and of international press agencies debated the topic “War News. News War. The Iraqi conflict and information”. The focus was on developing the delicate, albeit increasingly unavoidable, issue of a professional code of conduct, by seeking to strike a balance between the responsibility of providing information and freedom of expression, by tracking the record of the profession in the light of the deep-reaching technical innovations of the last few years.

Within the framework of its thematic meetings, COPEAM, with its Venice meeting, launched a new line of reflection that will be due to continue on an annual basis and that, with every yearly edition, will broaden the range of channels involved, thus creating a forum for different professional approaches, cultural backgrounds, and socio-historical contexts. This represents an important chapter in the Association’s reflection process on the role of the media in the new and complex global context: new challenges, new responsibilities.

The critical points of information dissemination clearly emerged already in the first meeting held in Venice: the assaults (of different types) on professionals operating on the field, the conditioning suffered by the freedom of the press, the defence of pluralism, the value of public service, the complex combination of liberty/responsibility, the growing risks faced by professionals of the sector on a day-to-day basis. Points so critical that they require an in-depth reflection on the very exercise of the profession and on its ethical and deontological framework. By finding out common and shared solutions to the problem.



Palazzo Labia, venue of the Venice meeting  
12<sup>th</sup> february 2005



Castello del Valentino (Turin), venue of the second  
all-news channels meeting - 18<sup>th</sup> february 2006

## ■ 7 May 2005: the Seville Charter

An important achievement in this sense would be recorded a few months later. On the occasion of COPEAM's annual Conference which was held in Seville in the month of May of the same year and organized in collaboration with the Foundation of the Three Mediterranean Cultures, RTVE, the Spanish public service broadcaster, and RTVA, the Andalusian regional television network, bearing the title: "Gens Mediterranea. New faces, new societies: new communication?", the Association achieved an essential target: the signature, on the 7th of May 2005, of a Charter of Deontological Principles for the Media, the *Seville Charter*, by the representatives of 21 broadcasting organizations of the Euro-Mediterranean region. The document was to be subsequently also signed by the RTSI, the Swiss television broadcaster, the Television of San Marino, the RTVV, the Valencian broadcaster, the PBC of Palestine, the Société Roumaine de Radiodiffusion and the Italian-speaking Radio and Television Community.

For the very first time, broadcasters from Countries in the South and North of the Mediterranean region adhered to a common position on cardinal issues such as professional ethics and deontology. The Seville Charter, presented by COPEAM and supported by the European Broadcasting Union (EBU) and by the Arab States Broadcasting Union (ASBU), is open to the signature of all broadcasting organizations sharing the spirit and the principles contained therein.

In the "Year of the Mediterranean" celebrating the 10<sup>th</sup> anniversary from the start of the Barcelona Process, COPEAM offered this Action as its contribution to the enhancement of dialogue and audiovisual cooperation in the region.

The Charter will subsequently be repeatedly quoted as a European-wide good practice in the media's self-regulatory efforts:

- February 2006, Brussels, annual meeting of IFEX (International Freedom of Expression eXchange): speech by Franco Frattini, Vice-President of the E.C. and European Commissioner responsible for Justice, Freedom and Security.
- May 2006, Vienna, seminar on "Racism, Xenophobia and the Media" organized by the E.C., the Austrian Presidency of the EU, and the EUMC (European Monitoring Centre on Racism and Xenophobia): official Conference Report.



Conference Hall, Pabellón Hassan II – Seville



Opening session



The Vice-President of the Spanish Government, Mrs Teresa De LA Vega

## Signatories of the Charter:

COPEAM  
BEUR TV  
CyBC (Cyprus)  
Comunità Radiotelevisiva Italofona  
2M (Morocco)  
ENRS & ENTV (Algeria)  
ERT (Greece)  
ERTU (Egypt)  
Euronews (Europe)  
France Télévisions (France)  
HRT (Croatia)  
JRTV (Jordan);  
LJB (Libya)  
PBC (Palestinian Authorities)  
RAI (Italy)  
RTCG (Montenegro)  
RTM (Morocco)  
RTV San Marino  
RTVE (Spain)  
RTVA (Andalucia - Spain)  
RTW (Valencia - Spain)  
RTSI (Swiss)  
RTVSLO (Slovenia)  
SRR (Romania)  
TVM (Mauritania)  
TVR (Romania)

## Seville Charter - 7th May 2005

Presented by COPEAM

### THE PURPOSE OF THE CHARTER

This Charter does not intend to lay down normative rules, limit the freedom of expression, or influence the editorial lines of the media. Aware of the risks of misleading the act of informing by means of practices aimed at conditioning opinions, with this Charter the signatory media intend to:

- assert their willingness to privilege an open information that integrates the patrimony and specificity of the cultural heritage of each one, within a framework of respect, tolerance and dialogue;
- comply with the fundamental principles of professional ethics;
- guarantee a professional approach in dealing with current events, as well as in collecting, drawing up and disseminating them.

### THE SIGNATARIES UNDERTAKE THE COMMITMENT TO

- Recognize the journalists' right to rely on the clause of conscience.
- Respect the pluralism of opinions.
- Reveal responsibility, fairness, accuracy and objectivity in reporting facts and events.
- Identify, verify and double-check the source of information before disseminating it and spontaneously make the necessary corrections in case of ascertainment of errors.
- Ban, in full respect of the freedom of expression, all forms of discrimination and incitement to violence, intolerance as well as to racial and religious hatred.
- Abstain from any form of misinformation through omissions, editing or any other form of manipulation, especially by modifying written or audiovisual documents.
- Explicitly inform the audience about any broadcast of fictions within news programmes in order to avoid any risk of misleading interpretations.
- Promote, in their programmes, the dialectical debates and the confrontation of opinions on controversial issues.
- Avoid any dissemination of information that might give rise to misunderstandings, confusion or manipulations.
- Avoid any broadcasting of images and information liable to damage human dignity.

The signature of the Charter



## Building a “shared know how”

### ■ The multilateral training

The professional training projects carried out by COPEAM - that, in the last years, have known a wide growth - represent an area of strong strategic value and constitute an important pillar of close collaboration between the three radio-television Unions (EBU, ASBU, COPEAM). Within the framework of the whole action carried out by the Association and aimed at promoting a “Mediterranean audiovisual product”, it is a priority to invest in training and in the enrichment of know-how in order to prepare a category of professionals able to take the most from the opportunities offered by new technologies, and, above all, able to work in an international and intercultural context.

Technical skills and knowledge: these are the instruments that the new generations of media operators need to be equipped with, in order to face the challenges of the contemporary complexity.

The network-based structure characterizing COPEAM offers an ideal platform to reach this objective: to create a circuit of exchanges, to develop synergies and collaborations between different cultural and professional realities while mixing sensibilities, visual codes and experiences, to make the patrimony of competences and know-how available to young professionals of the main radio and television broadcaster from the whole Euro-Mediterranean region and the Gulf.

Thanks to a multilateral partnership formula, COPEAM proposes an extensive agenda of seminars to its associates: several radio-TV broadcaster members, but also the ASBU Training Center of Damascus and the International Training of EBU make available facilities and structures to welcome young professionals from the whole Region and to offer them days of training in the field of production, new technologies and journalism, assured by experts and trainers provided by other broadcasters partners associated to COPEAM.

In other words, an approach to training rooted in the concept of cooperation that makes of inter-culturality and inter-nationality its distinctive mark.



Practical training session on TV studio and location lighting organized by LJB (Libyan television) Tripoli - September 2005



The participants to the workshop on TV archives management, organized by LJB (Libyan television) Tripoli - November 2006



Second edition of the course on TV format writing and production - ASBU Training Centre Damascus - June 2006



A trainees' team shooting in Ghardaia



Theoric session during the first University of COPEAM



Opening ceremony of the 2<sup>nd</sup> edition of the University, at the presence of the Algerian Minister of culture, Mrs. Khalida Toumi.



Training session in Sétif

## UNIVERSITY OF COPEAM

Among the most important actions in this field, COPEAM, under the aegis of ENTV, launched, in 2005, the University of COPEAM: a professional training week addressed to young radio-TV journalists, cameramen and editors from the broadcaster members of COPEAM and ASBU. The organisers, the trainers and the participants compose a large international panorama, coming from the whole Euro-Mediterranean region, included the Eastern Europe and the Gulf Countries, and counting more than 20 countries involved. Transfer of expertise and know-how that is realised through synergies and trans-national team working: in addition to the professional value of the action, the University becomes a moment of true cultural exchange, according to the objective of the Association.

In 2005, in the suggestive setting of Ghardaïa, the topic of environment and sustainable development was deepened by experts of this sector (UNEP-MAP/ERS-RAC - United Nations Agency for the Environment / Mediterranean Action Plan ; Rai News 24 / Rai MED, France Télévisions, Radio France, Radio France International) and became subject of radio-TV reportages directly conceived and carried out in loco by the 40 young participant divided into work teams ; during the 2006 edition, in the city of Setif, thanks to the experts provided by Unimed – Union des Universités de la Méditerranée, ANSA Italian press agency, Rai News 24, HRT, CFI - Canal France Internationale, RFI, and Radio France, the over 80 trainees worked together on the topic of preservation and protection of the archaeological and cultural patrimony, by carrying out documentaries and reportages.

Learning to work together, exchanging know-how and skills, crossing glances: the success of COPEAM University in terms of growing participation and quality of the products carried out in the framework of the sessions proves the feasibility of a concrete collaboration between audiovisual professionals with different national and cultural backgrounds.

## ■ A new approach to TV co-production

Following the successful results obtained in the field of training by the collaboration between COPEAM and ASBU, based on a pragmatic work methodology and on the principle of “sharing know-how”, an important co-operation project between the two organisations was launched in 2005: the TV co-production “Inter rives”.

Based on the “basket” co-producing formula, the news and culture TV magazine “Inter-Rives” was proposed at the ASBU TV Commission meeting in Tunis, in November 2005, with the intent of creating a specifically Mediterranean audiovisual product that, thanks to ASBU network, can also concern the Gulf Countries, thus producing a new complex and open broadcast language. The TV programme will be made up of different series of documentary episodes focused on federating topics such as “trends of contemporary art”, “women” and “immigration”. Each episode, by presenting the portraits of important living creators, thinkers or researchers from the North and South of the Mediterranean, or by focusing on a precise aspect in the lives, history or works of each of them, will represent a fragment of a path by means of which the viewers will be guided inside the culture and society of our Region.

This, with a view of outlining a common vision to create a coherent, well-structured and top-quality format and product, to respond to the interest of the partner channels and their different audiences, while, at the same time, setting the foundations for a new form of media communication in the Region. In this perspective, the different work shops - in Rome and Tunis, where the producers and the directors of the documentaries meet in order to discuss about their work-in-progress - play a very important role: they represent a free and open space where to concretely exchange and compare shooting and editing techniques, script writing approaches, aesthetic styles and cultural models in order to make a Euro-Mediterranean imaginary and language emerge.

An actual Euro-Arab co-production, a new audiovisual proposal, resulting from the synergies settled between professionals from Algeria (ENTV), Egypt (ERTU), France (France 3 Corse), Greece (ERT), Italy (RAI Educational), Lebanon (Al Manar), Jordan (JRTV), Morocco (SNRT), Spain (RTVE), Syria (ORTAS), Sudan (Sudan TV), Tunisia (ERTT), Yemen (Yemen TV), whose pilot first series will be presented in the 2007, in the framework of the annual Conference of COPEAM, to be promoted among the Euro-Mediterranean and Gulf TV broadcasters.



“Inter-rives” documentaries viewed during the workshop in Rome

## ■ 2006: back to Palermo

Going forward to return to our fundamental roots: with this spirit, for the 10<sup>th</sup> Anniversary of its foundation, COPEAM decided to place its annual conference once again in Palermo, the City that witnessed its birth, to talk about a crucial future challenge: the Euro-Mediterranean Free Trade Area that will be settled in 2010. “Objective 2010: the Mediterranean region, a privileged space of free circulation of people, of ideas and of audiovisual works”: on this perspective the conference wanted to be the moment in which the representatives of the cultural and media panorama discuss the problems to solve and synergies to set up in order to be ready to catch this opportunity, becoming vectors of integration and development.

In fact, the Mediterranean region could become an area of intense and productive exchange, of free circulation of goods, in other words, an actual “global player” if it will be able to turn its unique cultural patrimony, its professional potential, its variety of know-how and sensibilities into a Mediterranean “quality brand” evoking its own life-style.

As affirmed by Abdul Walheel Khan, Assistant Director General for Communication and Information of UNESCO, one of the speaker of the conference, “cultural diversity blossoms in democracy; it is the *sine qua non* condition for peace and full achievement of human capacities. This is where the role of the media is crucial in fostering neutral, unbiased and diverse information that could be able to establish not properly a dialogue, but rather to promote a «multi-logue », which is possible if we change the structure of the media, if we improve contents exchange, if we use information and communication as tools with multiplier effects, as factors of knowledge and recognition, as inputs and vectors able to re-launch the very concept of the «Mediterranean»”.

The Mediterranean can become a mature and vivacious market that needs to find, more than ever, shared modalities and languages able to express the variety and richness of the sensibilities and cultures that constitute it.

A process that finds the media as a key-factor, operating as instrument of promotion, as agents for the change and the diffusion of knowledge, aesthetic codes, languages, imaginaries. Far away from an approach that tends to standardize the target and the product, on the contrary, the Euro-Mediterranean media have to work for an audiovisual product and a communication that “speak Mediterranean”, that tell this mosaic of cultures and social backgrounds, that use the inter-nationality and the inter-culturality as a key of success.



The General Assembly



The XIII Conference of COPEAM

Castello Utveglio, venue of the conference



Dialogue, multi-lateral training, languages experimentation, co-productions, news and programmes exchanges. These are the elements that shape COPEAM's profile.

Being able to co-exist in the difference represents, first of all, a way of thinking, before being a work method.



COPEAM logo since 1996



COPEAM logo since 2004

## Alessandra Paradisi

*Secretary General of COPEAM since 2004*

### THE TIME REGAINED

Why can't Achilles catch the turtle?

This famous paradox of Zenone can help us today to understand who could win the "race of centuries". Indeed, we have to agree on the meaning of the competitiveness of thought: human logic or intuition of the Universal?

At the time of Zenone, Achilles could not manage the competition, since the turtle was always one short step before him, to infinity. Centuries were necessary to demonstrate, throughout mathematics, what logic could not understand: an infinite series converging into a finite number. Centuries to tell us that Achilles could win the race, as intuition and experience showed it.

In spite of this, spirit did not make a lot of progress on Earth. In the 21st century the human logic always places Achilles behind the reality of things, of things in themselves : human dignity, social justice, freedom of spirits and convictions, solidarity, equality of men and women.

Man doesn't succeed in reaching these out-of-time principles, because, although he feels them, his existential logic does not "comprehend" them. Achilles will win the race of centuries only if he abandons the constraints of this logic, while adopting another unit of measurement of time, and assuming the relativity of his existence in front of the sense of the universal unity.

COPEAM, like Zenone's turtle, is one of these athletes who place their race in this different "unity of time". "A non profit" association in the century of money : here is one of the paradoxes to offer to our contemporaries.

In the communication system, COPEAM is changing the race : from the acquisition of the monopoly of ideas and profits, to the universal right to communicate diversity.

Achilles can't catch the turtle because he is prisoner of "his own" time while the turtle is out from it. COPEAM is playing the race of Thought at the pace that regains the Time.

To everyone one's race.



## GENERAL SECRETARIAT

- 1996 -2000**     *Secretary General:* Vittorio Panchetti (Italy)  
*Vice Secretary General:* Giulio C. Giordano (Italy)
- 2000 -2004**     *Secretary General:* Giulio C. Giordano (Italy)  
*Vice Secretary General:* Mustapha Bennabi (Algeria)
- 2004-2008**     *Secretary General:* Alessandra Paradisi (Italy)  
*Vice Secretary General:* Mustapha Bennabi (Algeria)

## PRESIDENCIES

- 1996-1998**     *President:* Amin Bassiouni (ERTU - Egypt)  
*Vice Presidents:* Xavier Gouyou-Beauchamps (France Télévisions - France)  
Abdelhafid Harguem (ERTT - Tunisia)  
Isham Ramzi (JRTV - Jordan)
- 1998-2000**     *President:* Fethi Houidi (ERTT - Tunisia)  
*Vice Presidents:* Fifi Benaboud (North/South Centre - Council of Europe)  
Xavier Gouyou-Beauchamps (FranceTélévisions - France)  
Isham Ramzi (Jordan)
- 2000-2002**     *President:* Nourredine Saïl (2M - Morocco)  
*Vice Presidents:* Raoul Basti (ERTT - Tunisia)  
Ghislain Achard (France Télévisions - France)  
Pedro Gonzales (RTVE - Spain)
- 2002-2004**     *President:* Habib Chawki Hamraoui (ENTV - Algeria)  
*Vice Presidents:* Fifi Benaboud (North/South Centre - Council of Europe)  
Pedro Gonzales (RTVE - Spain)  
Ghislain Achard (France Télévisions - France)
- 2004-2006**     *President:* Habib Chawki Hamraoui (ENTV - Algeria)  
*Vice Presidents:* Fifi Benaboud (North/South Centre - Council of Europe)  
Pedro Gonzales (RTVE - Spain)  
Ghislain Achard (France Télévisions – France)
- 2006-2008**     *President:* Habib Chawki Hamraoui (ENTV - Algeria)  
*Vice Presidents:* Fifi Benaboud (North/South Centre - Council of Europe)  
Pedro Gonzales (RTVE - Spain)  
François Ferrus (France Télévisions - France)  
Farida El Zomor (ERTU - Egypt)