



19th Annual Conference of COPEAM

Training Commission

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RESOLUTION SCHEME

In the framework of the 19th Conference of COPEAM in Marrakech, the meeting of the Training Commission, opened by its President Eric Soulier, was held with a very important and rich participation.

The current projects and those launched in the framework of the Commission's meeting in Casablanca (30-31 January 2012) were presented and various proposals from the participants were also collected.

1. DEVELOPMENT OF A PILOTE DISTANCE INTERACTIVE TRAINING MODULE IN THE FRAMEWORK OF THE TRILATERAL COOPERATION COPEAM-ASBU-EBU: The participants have expressed interest in this type of training. The proposed issues are journalism and media management. The ESJ, which has demonstrated its willingness to be part of the expert group for the development of this module, presented an example of distance education offer.

2. COPEAM-IFAD (United Nations) PROJECT "Regional Capacity Building in Effective Communication Workshop" (Beirut, May 2012): The objective of this initiative is to strengthen the skills of the communication managers of the projects supported by IFAD in the MENA region, so to enable a more effective dialogue with the media and the decision-makers. In this framework, several members of COPEAM have already been involved as trainers (Fondation Hironnelle and ESJ) and as partners (ALBA).

4. WRITING OF NEW TV INTERCULTURAL FORMATS PROJECT: Evolution of the COPEAM-ASBU training workshop, it will be developed through a cross-cutting approach and will involve both the Training and the TV Commissions. A sub-regional pilot experience will be launched by a group of broadcasters who have already expressed their interest, particularly EPTV, 2M and the Tunisian Television. CFI has expressed its willingness to cooperate in this initiative. This experience can be replicated by other groups of neighbouring broadcaster members.

5. ANIMATION OF POLITICAL TALK-SHOWS TRAINING PROJECT: Considering the important political events during the current year in several countries of the region, participants expressed the urgent need to organize a training session on the animation and on the hosting of political debates. A sub-regional approach is recommended given the importance of language for this type of training.

- Training in Arabic addressed to the Maghreb countries
- Training hosted by the TRT in Turkey for the Mashrek area

6. FORUM ON RADIO AND TV TRAINING DESIGNING IN THE MEDITERRANEAN

With the view of harmonizing the running practices of the training process within broadcasters, this Forum will be addressed to the concerned human resource and training managers, to training organizations in the region, as well as to national and international institutions interested in the field of vocational training.

The Turkish public broadcaster wished to invite this forum during 2012.

7. OUTLOOK AND TRAINING PROPOSALS FOR 2012-2013 :

The Training Commission has established additional guidelines for the coming year, especially :

- Training of trainers, highlighting the need to develop a pool of trainers in Arabic language ;
- Strengthening training programs for all members of COPEAM with the inclusion of all the Mediterranean geographic areas.

Finally, recommendations on specific courses were made for :

- gender approach
- crisis journalism
- the use of social media
- the media management

The meeting ended with the greetings of the President Eric Soulier from Canal France International, who expressed his satisfaction for the work done during his mandate and wished a good succession of the Commission Presidency that CFI leaves after several mandates.

Done in Marrakech, the 30th March 2012