

20th Conference of COPEAM

TRAINING COMMISSION

T-Hotel

Cagliari, 22 March 2013

RESOLUTION SCHEME

The meeting of the Training Commission, opened by its President Rachida TAAME and widely attended, was held in Cagliari in the framework of the 20th Conference of COPEAM. It followed up the meeting that took place in Ankara on 6 February 2013.

Among the proposals put forward in Ankara and approved in Cagliari, the appointment, by COPEAM members, of permanent delegates within the Training Commission, as well as the establishment of a year-round communication and exchange platform.

As strategic repositioning, the Training Commission decided to strengthen those activities in synergy with the orientations and mission of COPEAM, supporting in a crosscutting way the work of the other Commissions.

Such orientation is based on three axes:

1. Improving communication between media and institutions:

In the wake of the pilot experience carried out with IFAD (Rome, December 2012) to improve the communication skills of the managers of projects funded by this United Nations Agency, the Training Commission wishes to keep on following this trail of cooperation with international institutions. This will allow professionalizing the sources of information, improving the relations between information issuers and receivers, reducing mistrust between media and institutions.

2. Training sessions on current affairs in the region:

Considering that journalism is the main topic of the different training programmes developed so far, the Training Commission decided to approach, further to whatever journalism is, issues of global interest in order to improve the understanding of regional current affairs in the Mediterranean area and, as a consequence, the quality of information.

As for possible partnerships, the foreseen trails are the following:

- How media deal with immigration, having in mind the work already started in this regard;
- « Gender » approach in the media, in synergy with the Women Commission, thus supporting the ongoing projects, namely with UNESCO;
- How media deal with stereotypes, e.g. those about Islam and Muslims.

3. Training sessions on aspects related to media strategic and operational management:

Following the success of the Forum on training engineering held in Ankara in February 2013, the Training Commission unanimously recommended that such Forum becomes a yearly meeting.

Themes will be developed in collaboration with the Commission permanent delegates, taking into account the proposals formulated during the evaluation of the first Forum.

This orientation, put forward on the occasion of the Marrakesh meeting in March 2012, inspired some training operators members of COPEAM to realize complementary actions in this same sense.

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