



TOWARDS FREE, INDEPENDENT AND PLURALISTIC MEDIA IN THE MIDDLE EAST AND NORTH AFRICA (MENA) REGION

Paris International In Support of the Tunisian and Egyptian Broadcast Media
UNESCO Headquarters, Paris, 31 May 2011

Meeting Report

1. Overview

Organized by UNESCO, the European Broadcasting Union (EBU*) and France Télévisions, with the support of the Arab States Broadcasting Union (ASBU) and the International Radio & Television Union (URTI), the conference brought together more than 200 delegates representing international institutions, professional organizations, donor countries, major audiovisual media organizations, cooperation and development agencies, and non-governmental organizations. The morning session was chaired by Jānis Kārklīņš, Assistant Director-General, Communication & Information, UNESCO, while the afternoon sessions were moderated by Mr Jean Réveillon, Director of International Affairs, France Télévisions and Mr Ignasi Guardans, Director of Public Affairs and Member Relations, EBU.

The Director General of UNESCO, Mrs Irina Bokova, who opened the debates, underlined that the Organization, in all of its activities, “is guided by Article 19 of the Universal Declaration of Human Rights which calls on Member States to respect ‘the right to freedom of opinion and expression,’ including the ‘freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers.’” Ms Bokova drew the participants’ attention to the fact that the conference was not a one-off event but

fitted into a wider process of engagement with Tunisia and Egypt by UNESCO, along with other international media development actors.¹

Also during the opening plenary, **Mr Rémy Pflimlin, CEO of France Télévisions**, spoke of "the duty to promote the awakening and development of democracy" and an "overriding obligation of solidarity between countries bordering the Mediterranean", stating "the values" conveyed by the public service media, concerned with the public interest, access to culture for all and the transmission of information, which is both independent and close to the people. In view of the upcoming election of the Constituent Assembly in Tunisia, he added that France Televisions had compiled a list of equipment that meet the urgent needs of Tunisian television and that training activities had been undertaken by its subsidiary CFI. In conclusion, Rémy Pflimlin emphasized his commitment to helping the Tunisian television develop a regional television capable of meeting the need for local information of its audiences and of providing to national news bulletins information about the current events in of all Tunisia's regions, adding that France Televisions is acting in a perspective of long-term cooperation.

Next to take the floor was **Mrs Rodi Kratsa, Vice-President of the European Parliament**, who congratulated the organizers for what she called an "excellent initiative", underlining that the democratic transition in the MENA region constituted one of the main priorities of the European Parliament in the field of external relations. Ms Kratsa announced that the European Union, top donor in terms of assistance to Mediterranean countries, would be attentive to the needs expressed during the conference and would look at ways in which it could contribute to supporting the broadcast media sector in this region, for example through its Euromed Audiovisual programme, which assists the audiovisual sector and filmmaking industry in Mediterranean countries.

Mr Jean-Paul Philippot, President of the European Broadcasting Union (EBU), explained that a mission on the field had already been carried out by EBU. He continued by informing participants that despite EBU not being a "donor" in the strict sense, it had been able to

¹ The full versions of this speech and of other speeches of the Opening session can be accessed through the links provided at the end of this report.

allocate an initial sum of 200.000 Swiss francs to provide the most urgent assistance and support needed by EBU members in the countries concerned by the “Jasmine revolution”, the first of which Tunisia. This initial set of initiatives is aimed at preparing the grounds for fair and transparent elections in the country, and will be followed, at a later stage, by further measures to help the transition from state broadcasting organizations to pluralistic and independent media of public service. Mr Philippot noted that Tunisia was only the first step. As soon as conditions will make it possible to launch a similar process in Egypt and in other countries of the region, EBU will be ready to react.

Mr Claudio Cappon, Vice-President of EBU in charge of its Special Assistance Programme, recalled that EBU’s action already covers many countries in Europe and that its support towards the EBU members of the Southern Mediterranean, such as in Tunisia and Egypt, is part of the effort of solidarity between national broadcasters.

Mr Slaheddine Maaoui, Director General of the Arab States Broadcasting Union (ASBU), explained that the transition from state broadcasting to Public Service Broadcasting has constituted an important focus of ASBU’s activities for many years already. He expressed his organization’s full solidarity with Tunisia and Egypt’s efforts in this area. ASBU’s support will take the form of training activities, news and programme exchanges as well as the coordination of assistance offered by its members.

The floor was then given to the representatives of the Tunisian and Egyptian national Television and Radio to provide an overview of the current situation of the audiovisual media sector and present their main needs as well as the challenges they face in this critical transition period.

2. Needs as expressed by the Tunisian and Egyptian representatives

Mr Abdelkader Mliki, Director of Development and Planning at the Tunisian Television Corporation, was first to take the floor and read a message on behalf of the CEO of his organization, **Mr Mokhtar Rassaâ**. He underscored the importance of public television as a tool for fostering democratic processes. He continued by explaining how two decades of corruption

had left the country with a chaotic media landscape. His organization, which was formerly in the hands of the authorities, faced simultaneously a three-fold problem of funding, identification of its mission and reorganization. Currently, Tunisian Television hires 1400 staff, most of whom are not trained in professional and technical skills. With the upcoming elections in October, training for coverage of the election is very much needed. Mr Mliki made reference to the initial some stock-taking exercise that had been carried out with Canal France International (CFI) and UNESCO. He informed participants that in order to bring the Tunisian Television Corporation in line with international standards, a restructuration strategy was being developed, focusing on the following areas: thematic channels dedicated to regional needs; management; production equipment; staff training; digitalization of archives; and an environment that would allow for a pluralistic audiovisual system (that would include, for instance, audience measurement instruments, polls regulation, etc.).

Mr Habib Belaïd, President Director General of the Tunisian Radio, noted that Tunisians are now learning how to live in a democracy and that his country was going through an exciting but difficult period. While people are very happy to see the media moving from being a mere propaganda tool to serving as a tool for democracy, there is also a lot of worry about the process of change both the media and the country will have to go through. With more than 80 political parties expected to contest in the election, hundreds of thousands of unemployed, many of whom are skilled, and thousands of refugees, the challenge for the media is immense. In this connection, the Tunisian Radio is organizing training courses for its reporters focusing on inter-political debate. Some courses have already taken place thanks to support from RFI, Radio France and CFI, and more will follow thanks to continued support from RFI as well as from the Hirondelle foundation. Moreover, Mr Belaïd noted the need for additional FM frequency transmitters as the national public radio currently reaches only 50 % of the population and is listened to on FM frequency only in the North-East of the country. Equipment, training but also expertise and the new URTI Web Platform (exchanges and transmissions) were mentioned as other types of assistance that were very much needed.

Ms Rawia Rashed, Head of International Relations at the Egyptian Radio and Television Union (ERTU), stressed the need to adapt domestic policy, to adopt innovative mechanisms and to fend off any interference from political parties. Ms Rashed suggested two axes around which assistance efforts could concentrate: (i) the creation of an international committee, with the support of UNESCO and the European Union, in charge of monitoring the development of ERTU towards public service broadcasting, which will require both technical and financial support; and (ii) training workshops for media professionals, including with their international counterparts, to acquire expertise in the preparation and production of programmes for international markets.

Mr Chouikha Larbi, member of the Transitional Tunisian Authority for the regulation of media (INRIC), took the floor on behalf of its president, **Mr Kamel Labidi**, to explain that the body he represents is in charge of setting up the conditions for a fair transition from an authoritarian regime where everything was controlled by the government, to a democratic media system where pluralism, independence and market forces coexist. In this connection, a number of urgent needs of assistance and support have been already expressed and tight cooperation is already ongoing with some sister organizations such the French and Belgian CSA as well as with certain specialized NGOs, such as Article 19.

A number of other participants representing both public and private media in Tunisia and Egypt were then given the opportunity to take the floor.

Ms Hala Hashish, head of the Nile TV Network (NTN), drew participants' attention to the very bureaucratic nature of ERTU, which controls the media in Egypt: 42,000 government employees work at ERTU, only 8% of which are media professionals. She pointed towards four main areas on which assistance could be focused: media management reform; a new structure of regulation; training courses for journalists; and the introduction of new technologies.

Several representatives, including from **25TV, BBC Arabic and Al Hiwar TV**, brought to attention the need to support independent and private media, in addition to public media, particularly taking into account their key role in pushing for social change.

The representative of Tunisian regional **Radio Gafsa** emphasized the importance of establishing regional offices to develop local content and proposed the creation of a training center devoted to journalists working at local and regional level.

A delegate from the **American University of Cairo** stressed that for many the priority now were the parliamentary and presidential elections, and suggested waiting till they had taken place before taking action towards fostering an enabling environment for free and independent media. He also drew participants' attention to the huge opportunities that the digitalization of the broadcasting system in Egypt offered for decentralizing the media, in particular with regard the development of community broadcasting, which is currently extremely under-developed.

Following these perspectives from within Tunisia and Egypt, media experts from UNESCO, Canal France International (CFI) and the BBC presented reports on their fact-finding missions as well as on the comprehensive assessments of the national media sectors of both countries carried out based on UNESCO's Media Development Indicators (MDIs).

3. Needs identified through the fact-finding missions and assessments

UNESCO representatives - Mr Marius Lukosiunas, Advisor for Communication and Information at the UNESCO Cairo Office and Mr Sahdi Ben Nablia, Consultant -presented the preliminary findings of the first phase of these assessments, which is nearing completion and will be followed by more in-depth, participatory and long-term assessments to be carried out within the coming year. The evidence-based recommendations of these assessments, financed

by the Government of Belgium, will help prioritize needs and develop a cost-efficient strategy for addressing them in the short-, medium- and long-term.²

The **BBC representative, Mr Simon Derry, Regional Director for Middle East, Europe and Former Soviet Union** outlined 10 key conditions that needed to be secured in order to ensure a successful transition from state broadcasting to public service broadcasting: 1. A governance structure enabling independence; 2. A license fee or secure income stream; 3. Editorial independence; 4. Definition of a common set of values; 5. Editorial guidelines; 6. Investing in training and quality programming; 7. Listening to audiences needs; 8. Inclusiveness and respect for diversity; 9. Hub of innovation and creativity; and 10. Gaining public support and trust.

4. Addressing the needs expressed: Interventions from International Partners

International partners, including media operators, intergovernmental institutions, regional broadcasting unions, development agencies and Member States of UNESCO present at the meeting, expressed their utmost support for broadcast media and the development of PSB in both countries, and highlighted that a wide range of activities had already been implemented or were in the process of implementation in this area.

The **Deputy Permanent Delegate of Spain to UNESCO, Mr Servando de la Torre**, who took the floor also on behalf of the **Spanish Agency for International Development Cooperation (AECID)**, informed participants that his government had decided to respond positively to the call made by the Director-General of UNESCO to assist free and independent media in Tunisia and in Egypt, and announced a contribution of 75,000 Euros in support of this initiative. He called on other donors to follow Spain's example.

Ambassador Maurizio Serra from the Permanent Delegation of Italy to UNESCO expressed his country's commitment to the 3 pillars of legal support, training and technical assistance for

² Once finalized, these reports will be available on the UNESCO website: www.unesco.org/new/en/communication-and-information/

broadcast media in Tunisia and Egypt, possibly in cooperation with the Italian national broadcaster RAI.

The Permanent Delegation of Belgium to UNESCO, represented by **Ms Kristien Dubois, Deputy Chief of Mission**, insisted on the importance of UNESCO's Media Development Indicators (MDI) as a tool for enabling a thorough analysis of the situation and the identification of the needs of the two countries following a methodological approach.

Mr Alexandre Guyot, Deputy Permanent Delegate of Switzerland to UNESCO highlighted three principles which should underlie assistance to Tunisia and Egypt: (i) national ownership of the transition process (eg. Swiss support to potential partnership in Tunisia with the Hirondelle Foundation); (ii) involvement of civil society (eg. Switzerland supports collaboration between Tunisian and Egyptian journalists and their Swiss counterparts); and (iii) coordination of international assistance efforts (Switzerland recommends a partnership with the United Nations Alliance of Civilizations (UNAOC)).

The Permanent Delegation of Germany to UNESCO, represented by **Mr Reinhard Hassenpflug, Counsellor**, drew the assembly's attention to the assistance Germany had already provided to fostering free and independent media in the MENA region, particularly through its broadcasting organizations such as Deutsche Welle, ARD and ZDF, while insisting that continued efforts were needed in order to sustain the process. The representative also promised to transmit the report to the competent agencies in his country, specialized in assistance to the media.

The representative of the **Tunisian Permanent Delegation to UNESCO, Ms Radhia Jebali, Chief of mission**, expressed Tunisia's deep gratitude for this initiative and assured that her country would live up to the expectations of those supporting it in this time of reform. The **Permanent Delegate a.i. of Egypt to UNESCO, Mr Mohamed El Zahaby**, also paid tribute to the organizers of the conference and mentioned the key role UNESCO should play in coordinating its follow-up in order to avoid duplication.

Ms Catherine Dumesnil, Counsellor, representing the **Permanent Delegation of the European Union (EU) to UNESCO** explained that the EU wishes to reinforce its relations with its Southern

neighbours that are engaging in reform. With regard to media, it will seek in particular to support unrestricted access to Internet as well as to independent media; institutional and professional capacity building, including in Tunisia through the strengthening of the National Union of Tunisian Journalists; and training in election coverage.

Mr Yannick Prost, Deputy Head for Research and Professional Training representing the **Union for the Mediterranean mission**, outlined their university and training efforts, emphasizing that training should be sustained in the long term. He suggested the development of a programme of excellence on both sides of the Mediterranean based on several centers of excellence which already exist.

Christian Jouret, Head of Unit, representing the European External Action Service (EEAS), emphasized how their revised 'Neighbourhood Policy' will not be applying a single formula for all countries and will provide increased financial assistance to those countries wishing to go further in reforming their systems and aligning them with international standards. He also insisted on the importance of strengthening links with civil society. He concluded by informing that the EEAS would find the funds necessary for accompanying the Tunisian and Egyptian broadcast media in the transition process.

Speaking on behalf of the **Council of Europe, Mr Jan Malinowski, Head of the Information Society, Media and Data Protection Division**, underlined the need to work not only on short-term but also, and most importantly, on long-term change. He made reference to the media standards developed by the Council of Europe for its 47 Member countries, and mentioned they could be useful for Tunisia and Egypt as well. He finally announced that the Council of Europe had just approved its Neighbourhood Policy, that includes for the first time also the North African countries, and he suggested that some common action aimed at promoting democratic processes and independent media in the region be envisaged.

Mr Paul Walton, Communication Manager at the Anna Lindh Foundation, mentioned that his organization had a long tradition of facilitating joint workshops for journalists from the North and the South of the Mediterranean. For Tunisian and Egyptian media, they are envisaging

exchanges media from other countries that have experienced democratic transitions, such as Eastern Europe but also Spain and Portugal. They are also planning training, targeting in particular young journalists, on how to report on cultural diversity. He emphasized that the Anna Lindh Foundation believed it was important that these initiative be part of a well-coordinated multi-stakeholder approach.

Mr Rachid Arhab, member of the French CSA, and Mr Bernard Dubuisson from the Belgian CSA (national authorities of control of the audiovisual sector) took the floor to announce that they had already launched bilateral cooperation with INRIC, the transitional authority created by the Tunisian government, in order to organize a series of trainings and support activities for the most urgent processes of regulation to be launched in the country. Both CSAs have carried out fact-finding missions to Tunis and will implement a plan of action in the course of the next few months, with the main accent being placed on the regulations needed for the preparation of the elections.

The **League of Arab States** expressed its support for all the initiatives and actions taken by the Arab States Broadcasting Union (ASBU) as presented during the conference and recognized the importance of providing concrete support to empower free media which play a crucial role in the development of societies.

The representative of the **Agence Française pour le Développement (AFD), Ms Louise Avon, Deputy Director**, stated that it would be most responsive to proposals involving professional capacity building and regional development. She also spoke of the possibility for AFD to co-finance activities of French NGOs in this region in the field of media.

Mr Antoine Cormery, Director of the France 24 Academy, highlighted their work in providing training in French, Arabic, and English, and spoke of their recent 3-week experience at the Tunisian Television, in the immediate aftermath of the social upheavals.

Mr Jean-Marie Etter, Director General of the Hironnelle Foundation, noted that at the request of the Tunisian Radio, his organization had contacted various donors interested in media

development and was quite confident they would be able to satisfy the requests of the Tunisian Radio. Their interventions would focus on two levels: (i) managing reporting on the Tunisian elections and (ii) encouraging field reporting and the development of local correspondents, particularly in the most remote regions of the country.

Ms Latifa Tayah-Gueneau, Programme Manager at the Panos Institute spoke of the studies Panos has launched in the MENA region to assess the state of public service broadcasting in eight countries. The results of these studies will be published shortly. The Panos Institute will also work on strengthening the National Union of Tunisian Journalists, at the request of the European Commission.

The delegate from the **Open Society Foundations, Mr Joel Campagna from the OSI Arab Regional Office in Amman**, informed the assembly that his organization could offer expertise for reforming the legal and regulatory environment. He also stressed the importance of supporting local news coverage and bridging the gap between the capitals and outlying areas in the two countries.

Ms Hélène Delmas, a representative of Canal France International (CFI) based in Tunisia since the beginning of the crisis, spelled out two key areas for which funding was lacking locally: firstly, for certain equipment which was needed for the coverage of the upcoming elections; and secondly, for ensuring the availability of opinion polls at the time of the elections.

Mr Alain Massé, Director General of the International Radio and Television Union (URTI), said that cooperation had already grown stronger with three of its members - Egyptian ERTU, Tunisian Radio and Tunisian Television - which recently benefitted from training sessions in Cairo and in Tunis aimed at enabling them to use URTI's new Web platform to exchange/coproduce contents and strengthen the in-house transmission means of their programmes. Moreover, URTI delivered 154 documentaries ordered by the Tunisian Television from its exchange catalogue. In parallel with training actions already considered in this conference, it appears important to reinforce the international exchanges in order to offer these partners contents and at the same time to broadcast their contents in the North.

Ms Karen Merkel from the Commonwealth Broadcasting Association (CBA) spoke of the importance of media literacy, including digital media literacy given the growing role of user-generated content.

Mr Michael Lally, President of the European Association of Regional Television (CIRCOM Regional), offered his organization's expertise as a resource to be tapped into.

Mr Guila Thiam, Secretary General of the French-Speaking Radio and Television International Council (CIRTEF), stressed the need to ensure a clear and motivating status for audiovisual media professionals and to develop a sustainable business model for broadcast media organizations.

Mr François Jacquel, Secretary General of the Mediterranean Centre for Audiovisual Communication (CMCA), spelled out the three axes of their assistance efforts: equipment, training and the production and co-production of documentaries and feature items.

A delegate representing the **Theophraste Network of French-speaking journalism training centres** underscored the importance of pooling resources and reflecting together on the ways in which journalism education should be reformed. A working meeting on this subject is being organized in Tunis mid-November.

Next to take the floor were the representatives of major national broadcasting institutions.

Representing **Radio France**, **Mr Pascal Delannoy** spoke of the workshops being organized between staff from Radio France and Tunisian Radio's International Channel, providing expertise and advice on a peer-to-peer basis. He also stressed the need to ensure a lasting presence in Tunisia, noting that two months ago Radio France had opened an office in Tunis.

The Director-General of TV5 Monde, Ms Marie-Christine Saragosse, announced that her organization was ready to offer assistance in three areas: (i) the provision of public service programmes sub-titled in Arabic; (ii) training, in collaboration with CFI, FTV and the Audiovisuel extérieur, including for the creation of a news programme in French as suggested by the Tunisian Radio and Television Establishment, and (iii) co-productions.

On behalf of **Deutsche Welle, Ms Adelheid Feilcke, Head of International Relations**, informed that her organization was providing training on election coverage in Egypt and Tunisia, and had organized a Young Media Summit in Cairo in May 2011 bringing together young bloggers from Egypt and the region as well as from Europe. Other initiatives are currently being developed in both countries, addressing mainly media professionals and non-state owned media.

Mr Philippe Cayla, Chairman of the Executive Board of Euronews, announced that Euronews was ready to provide assistance in the field of training as well as in news programme exchanges.

Ms Marta Abad Vitoria, Director of International Relations at RTVE, informed the assembly that once the plan of action on the follow-up to the conference elaborated, RTVE would make known the resources it could contribute to it.

Mr André de Margerie, Head of International Relations at ARTE, spoke of four areas in which ARTE was currently deploying efforts: journalism training, in collaboration with CFI and COPEAM, training in the making of documentaries; hosting of short films by Egyptian, Libyan and Tunisian young directors on the ARTE website; and training of Egyptian producers.

Representing RAI, Ms Maria du Besse from the International Relations Department explained the Italian channel is proposing two projects: one to monitor political pluralism and another to train media professionals in the preparation of news programmes.

Finally, **Mr Jacques Briquemont, Head of International Relations Department at RTBF**, informed participants that it had invited Tunisian journalists to undergo training at the Belgian channel's headquarters.³

Before **Mr Jānis Kārklīņš, UNESCO Assistant Director-General for Communication and Information** took the floor to make some closing remarks, **Mr Etienne Fiatte, Director-General of Canal France International** and Rapporteur of the Conference, provided of summary of the key recommendations stemming from the discussions.

³ The full list of participants that attended the Conference is available on the UNESCO website at: www.unesco.org/webworld/en/paris-31May2011-participants

5. Conclusions and recommendations

In general, there was a consensus amongst the media practitioners from both Tunisia and Egypt, as well as the international organizations present in the meeting to support Tunisia and Egyptian broadcast media that assistance efforts should take place on two levels: short term or immediate support, accompanied by a long term or lasting media development strategy. Short-term support is related to the rapid deployment of training programmes tailored to the upcoming general elections, the provision of basic equipment, exchanges of programmes and financial support. Long-term support pertains more to building the capacities of journalists and media managers, institutional capacity building and assistance in establishing enabling legal frameworks and self-regulatory systems. This last point involves assisting in the development of new media legislation and the setting up of a dual system where public service and private market forces can coexist in a fair and harmonious way, with provisions for the production of local content in view of fostering cultural diversity.

Specifically, the following themes were presented as the main areas on which assistance efforts should focus:

- **Legal Framework and Assistance.** Participants highlighted the need to provide assistance to develop an enabling environment for freedom of expression and press freedom including advice on policy, legal and regulatory matters. The need to facilitate the creation of a national platform, which would allow government, civil society and media representatives to start working on improving media legislation and other issues related to media freedom was highlighted. It was also suggested that a journalistic code of ethics be established to ensure that professional standards are maintained and that assistance be provided for the establishment of self-regulatory mechanisms.
- **Transforming the State broadcasting organizations into Public Service Broadcasters.** Such a transformation will require three main steps: 1) human resource development (changing media professionals' approach to journalism; discouraging self-censorship; proposing new types of training, etc.); 2) addressing technical needs; and, 3) assisting in

the implementation of the legal and organizational reforms necessary to establish a truly independent public service broadcaster, with an economic model that is both sustainable and consistent with the objectives of public service;

- **Staff training**, including building the capacities of journalists to report in a professional and accurate manner, in particular to cover the upcoming general elections in the two countries; technical training in the use of new equipment, including ICTs; and training at the level of media management to ensure the long-term sustainability of the media sector.
- **Technical Support.** There is a pressing need for technical support which includes equipment and financial support, such as the acquisition of broadcasting equipment ranging from FM transmitters to computers and audio recorders.
- **Enhancing Local Media.** Emphasis was placed on the need to develop and strengthening local media or regional antennas of the national networks. Participants expressed their support for a 3-tier system involving public, private as well as community media.
- **International exchanges of programmes** to help increase the quality of programming in the short-term and offer a window to the world for the local audiences.
- **Involving civil society.** A recurring theme of the conference was the need to involve a wide range of actors, in particular civil society, in all efforts, especially taking into account their crucial role in initiating the process of change.

There was also a proposal from Dr Hussein Amin (American University in Cairo) to amend the Arab Charter on Satellite Broadcasting which currently forbids criticizing of political leaders and head of states, in order to bring the media law and regulatory framework in line with international standards, specifically Article 19 of Universal Declaration of Human Rights.

Another issue which will need to be addressed is the existence of a “credibility gap” in the media in Tunisia and in Egypt as a result of years of being used as a mere state propaganda tool. In this connection, it could be very useful to make use of the experience of other countries that underwent transitions towards democracy in media in the last few decades, such as Eastern European countries, South Africa and others).

Finally, participants noted the need for effective coordination in the implementation international assistance efforts in order to avoid duplication and to pool resources. In this connection, a delegate representing **Radio Cairo** called upon UNESCO to set up a Commission in which the main stakeholders of Egyptian and Tunisian media would be represented to follow up on the initiatives and proposals made at the Conference.

4. Summary of Support or Assistance Required

(bearing in mind that these actions will need to be implemented in two stages: before and after the elections)

- Financial support
- Acquisition of equipment (FM transmitters, computers, voice recorders, camera equipment)
- Skilled-based technical trainings to operate the new equipment
- Trainings on coverage of election
- Training for media managerial skills
- Establishment of regional training center for journalists
- Strengthening local media and local content
- Legal assistance including assistance in reforming the current media legislation and advice on media policy, specifically with regard to public service broadcasting
- Expertise on transforming the state broadcasters into public service broadcasters (PSBs)

- Advice on raising professional journalistic standards, implementation of code of ethics, and self-regulatory system.
- International exchanges of programmes

Two main overall conditions are required to ensure the success of these actions:

- Coordination to avoid overlaps and redundancy in international support and assistance
- Ensuring sustainability

Useful links:

- [UNESCO news item on the Conference](#)
- [EBU news item on the Conference](#) (speeches available)
- [France Télévisions website](#)

Speeches given at the conference:

[Director-General of UNESCO, Mrs Irina Bokova](#)

[CEO of France Télévisions, Mr Rémy Pflimlin](#) (summary)

[Director General of RTBF, Mr Jean-Paul Philippot](#)

[EBU Vice-President, Mr Claudio Cappon](#)

[President Director General of Tunisian Radio, Mr Habib Belaïd](#)

[President Director General of Tunisian Television, Mr Mokhtar Rassaa](#)

[President Director General of Egyptian Radio and Television Union \(ERTU\), Mr Samy El Sherif](#)