

News

Posted by: niccosan

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Specialised training for audiovisual media professionals will take place at the Journalism School of Casablanca, Morocco, from 24 to 28 November 2008. It is one in the series of training sessions organized by UNESCO's Programme for the Development of Communication (IPDC) for media professionals belonging to the Moroccan Association of Independent Radios and Televisions (ARTI).

UNESCO promotes freedom of expression and freedom of the press as a basic human right. It also fosters media independence and pluralism as prerequisites and major factors of democratisation. Within this framework, the Casablanca training aims to provide the ARTI members with the skills which will allow them to defend the interests of their Association and to promote the press freedom in Morocco.

In the medium and long term, training sessions for journalists, media managers and other media professionals will be set up. They will focus, among other things, on radio station marketing and measurement of its audience.

ARTI is a non-governmental organization consisting of seven private Moroccan radios: Aswat, Atlantic, Cap Radio, Chada FM, Hit Radio, Radio Atlas and Radio Plus. The association aims at raising awareness of public authorities of the challenges that independent radio and television face in Morocco. In addition, it stresses the positive role of media professionals in the liberalisation of the Moroccan audiovisual landscape.