

Paris, 23 July 2010

## CFI live from Nairobi for the 2010 African Athletics Championship

From 28 July to 1 August 2010, CFI staff will be in Nairobi, Kenya, alongside African journalists commentating the 17<sup>th</sup> African Athletics Championship.

This year, the competition is being fully organised and produced by the Confederation of African Athletics (CAA) for the first time. CFI is partnering this organisation to handle the live broadcast on African screens and to support journalists providing commentary.

Throughout the championship, CFI will be offering 35 African TV partners over 20 hours of live athletics programmes. Footage of the competition will be commentated in French and English, by African professionals trained by two CFI experts.

French commentary will be provided by two African journalists, Djibril Traoré (from Mali) and Françoise Seck (from Senegal), Elodie Guégan, a young middle-distance athlete from the French Sports Institute (INSEP), and Rodolphe Pires a consultant from Canal+. An English-speaking expert, Gregory Fraser, will be supporting journalists Bernard Otieno (from Kenya) and Lesley Tjiueza (from Namibia) to produce commentary into English.

In 2008, CFI had already participated in the 16<sup>th</sup> African Athletics Championship in Addis Ababa. Fifteen French-and English-speaking journalists attended a week-long training course in partnership with Ethiopian TV channel ETV.

For several years, CFI has been positioned as a benchmark intermediary between major international sports federations and African TV channels.

In 2009, 580 hours of major sports competitions were offered to them. This offer has often been bundled in with a training policy, as is the case in Nairobi, contributing to professionalism in sports newsrooms and fostering independence for African sports journalists and production officers.

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*Canal France International, subsidiary of France Télévisions, has acted for the past 20 years as the French operator in media development aid for 150 partners from southern countries,*

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