

EVENT

Supporting democracy in Africa

Since 2005, one of CFI's priorities has been to support the electoral process in African countries. State and private televisions from seven countries have already benefited from CFI's training modules on the coverage of election campaigns.



Alain Valentini and a KBC journalist

With Kenya gearing up for elections – the general elections to elect the President, Parliament and local governments are all due to be held in December – the state television KBC (Kenya Broadcasting Corporation) called upon CFI to help prepare its journalists for this important timeline.

After the Democratic Republic of Congo, Burkina Faso, Benin, Mauritania, Togo and Mali, Kenya is the seventh African country to call upon CFI to train its journalists in the coverage of election campaigns.

In June, two experts, Jean-Marc Gardeux, star reporter for France 3 and Alain Valentini, journalist for France 2, went to Kenya for an initial mission. With a special political reporting slant, this initiative only catered to KBC journalists. Then, in October, Georges Kazolias, star reporter for the International TV Picture Agency (AITV) at RFO, held a second training session on techniques for interviewing politicians and leading debates. This time, journalists from four private Kenyan televisions also attended.

Support for its partner televisions during election periods is thus a priority for CFI. This commitment also demonstrates a broader determination to help underpin democracy in African countries.

Editorial

Training on good governance is one of CFI's specialist subjects, placing us at the heart of processes bringing several countries in Africa and Asia out of crisis situations, when they request it.

We have already set up workshops on this theme in the Democratic Republic of Congo, Afghanistan and Bhutan. In this issue of *Focus* you can find out all about the training course set up in Kenya in close collaboration with the state television, the regulatory authorities and the main private operators.

With its ongoing on-the-field initiatives, CFI helps its partners a little more every day in their efforts to consolidate democratic processes.

Jean Mino
Managing Director of CFI

3 questions for Guillaume Pierre, Director for Africa, CFI

1. Why offer this type of training for our partner televisions?

The media play a central role during elections and the directors of African televisions want to have professional, well-trained teams. Furthermore, CFI is occasionally called on by independent regulatory bodies, such as the High Media Authority in the DRC. Providing support for these bodies is all part of our brief.

2. Does CFI have credibility in training for this domain?

CFI has already carried out this type of training course in several countries and has been able to draw up modules and call on top-rate trainers. We really are competent in this domain.

3. Do these training courses have real long-term impact?

When we train staff to cover elections, we prompt journalists to ponder issues such as ethics and independence. These training courses are useful for covering the event without the media getting out of hand, but they also provide journalists with better know-how in covering politics in general.



COOPERATION

CFI partners GIPA

CFI is now embarking on its third year of collaboration with the Georgian Institute of Public Affairs (GIPA), a regional school of journalism in Caucasia, established in Tbilisi, capital of Georgia.

They come from Georgia, Armenia, Azerbaijan and Russian-speaking republics in Caucasia such as Chechnya. Each year, thirty-odd young journalists embark on a course at the GIPA. Since summer 2005, CFI has been working regularly in this vocational training school by sending some of its experts, reporters or chief editors, to lead the module on televised newscasts (techniques, ethics and management) three times a year. Thanks to this original partnership, the GIPA can rely on French expertise to train the journalistic elite of Caucasia.

Missions in Latin America

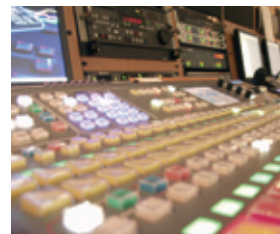
CFI has been working for two years in Peru to support the development of its state television, "TV Peru".

CFI first started to work with the Peruvian state television in November 2005, at the request of the French Embassy in Lima. At the time, the Peruvian state television, which was still known as Canal 7, mainly

broadcast educational programmes and viewers were sparse, given the number of private channels. The expert sent by CFI, Carlos Belinchon, Deputy Director of France 3 Aquitaine, drew up an inventory for the channel before suggesting certain changes. The first recommendation was to give it a new name. "Canal 7" thus became "TV Peru" (TNP), to help identify it as the Peruvian state television, the channel belonging to all Peruvians. In March 2007, Christian Dauriac, Deputy Managing Director of CFI, and Dominique Alduy, former Managing Director of France 3 and of French newspaper Le Monde, led a seminar for TNP executives on the brief of a state television, which also led to the forging of a new identity for the television. He came back in September, this time with Walter Detomasi, an Argentine ethnologist, to help translate this identity into organisation and scheduling. A new schedule, better tailored to a television for the general public, was set up in early October. The next step: help the channel to develop a tool to measure its audience, and set up an Advertising Department.

Second "Seminar on New Media"

Given the success of the first edition in Ouagadougou in March, a second training seminar on new media has just been held in Morocco.



From 29 October to 2 November, CFI held its second training seminar on the technologies used in new broadcasting and production media, in Rabat, Morocco. This session targeted a dozen journalists and directors from Jordan, Morocco, Algeria, Egypt and Mauritania, and was held on the Sofrecom premises in Morocco. As for the first edition, this new project was conducted in partnership with Sofrecom, the France Telecom subsidiary specialising in consulting and information technology; the audiovisual agency Article Z, which designs programmes for television and the Web; and the NGO Bridge Initiative International.

IN SHORT

• In early October, the CFI-RFO-AITV award was attributed to Beninese director Mariette-Chantal Mélé for her documentary "Un trésor dans la Poubelle (Treasure in the bin)". This documentary was offered to CFI's partner televisions via its programme library.

• In Hanoi, CFI brought together all the television executives from the Vietnam

state television (VTV) for three days in October to examine the requirements for the development of its various channels and the means to implement them.

• Three new directors have joined CFI: Eric Soulier as Director for Asia-Pacific, Guillaume Pierre as Director for Africa and Laurent Allary as Communications Director.

COMING UP

• In partnership with the Consulate General of France in Jerusalem, CFI is backing a project by TAM, a Palestinian NGO which is offering some 15 young Palestinian journalists training on the writing and editing of news subjects. The training will take place as two nine-month sessions.

• Further to the mission conducted by independent journalist Moktar Gaouad with the Yemenite state television, CFI will provide

support in November to redefine and reorganise the morning programme of the state channel based in Saana.

• The annual seminar for programme directors from CFI's African partner televisions has been scheduled to take place mid-December in Rabat prior to the opening of the "Séfor" an annual fixture of the International Council of French-Speaking Radio and Television (CIRTEF).