

22 February 2010

**20 African journalists heading for South Africa
3rd training session
on sports commentary and reporting**

From 1 to 5 March, CFI will be organising an ultimate workshop preparing the team of African professionals to produce the commentary and daily magazines for the forthcoming 2010 FIFA World Cup for African TV channels in partnership with the African Union of Broadcasting (AUB).

With support from the French Professional Football League (LFP) and Canal+ Horizons, this workshop will be coordinated by Philippe Doucet, LFP consultant, Robbie Thomson, English-speaking journalist, Sylvie Mervant, Production Officer at France Télévisions and Arnaud Ursule, journalist for Télématin.

The course includes all the tasks to be shouldered by the CFI-AUB team in South Africa and will be run as a dress rehearsal:

- preparing a production file
- making reports on the French team at Clairefontaine
- simulating commentary at the Parc des Princes during the Paris-Saint-Germain vs. Olympique de Marseille match
- simulating commentary in the control room at the France vs. Spain match
- dos and don'ts in the production of a daily magazine

In just three months, the entire football world will be converging on South Africa for the biggest sporting event of the year. At the request of FIFA and the AUB, CFI will be assisting its long-standing TV partners so African viewers can for the first time enjoy being part of all the excitement surrounding the competition via its TV channels.

As the French operator in media cooperation, CFI is proud to be playing a prominent role in this historic encounter between Africa, football and the media.

CFI, operator for France Télévisions cooperation initiatives

P R E S S O F F I C E R

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