ALGERIA – MOROCCO – TUNISIA

SHABAB UP!

“Shabab up!” aims to help young people in Algeria, Morocco and Tunisia to learn, acquire professional skills and contribute to society by providing support both to journalism colleges providing entry-level training and to independent local radio stations. It is part of an initiative financed by the French Ministry of Foreign Affairs and International Development entitled “Solidarité avec la jeunesse des pays du sud de la Méditerranée”. The project has two components, Shabab up! RADIO and Shabab up! ECOLE.

AIMS

SHABAB UP! RADIO

→ To encourage the production of local news bulletins and interactive programmes hosted by young professionals for listeners aged between 15 and 25.
→ To train up young journalists and radio presenters.

SHABAB UP! ECOLE

→ To expand the journalism courses with a view to offering vocational teaching better suited to the labour market.
→ To encourage students to engage in vocational activities by setting up practical training sessions.
→ To arrange a cycle of conferences to supplement existing courses.

FOR WHOM?

Seven radio stations – one from Algeria, two from Morocco and four from Tunisia – have been selected through a call for applications: Jil FM in Algiers, Hit radio in Rabat, Radio Plus in Agadir, IFM in Tunis, Jawhara in Sousse, Nefzawa in Kebili and Sawt el Manajem in Gafsa.

Two journalism higher education establishments in Morocco and Tunisia: l’Institut de Presse et des Sciences de l’Information (the Press and Information Sciences Institute (IPSI)) in Tunis and l’Institut Supérieur de l’Information et de la Communication (the Higher Institute of Information and Communication (ISIC)) in Rabat.
WHEN?

December 2012 to June 2015

HOW?

**SHABAB UP ! RADIO**

- Production of local news programmes and participative broadcasts.
- Honing of journalism and/or presenting techniques.
- Management and marketing support.
- Guidance on the use of digital technology, which is central to how 15-25 year olds access the media.

**SHABAB UP ! ECOLE**

- Seminars will be held on the subject of teaching, to help colleges expand their digital journalism courses.
- Training sessions will be held for teachers to update and improve their multimedia skills and knowledge.
- Practical training sessions will be held on multimedia journalism through innovative projects: short broadcasts with the IPSI students and the setting-up of the ISIC online radio.
- Conferences will be held on the theme of digital journalism.

EXPECTED RESULTS

**SHABAB UP ! RADIO**

- Increase in local news programmes and participative broadcasts aimed at 15-25 year olds in which they have more freedom to make their voices heard.
- Presentation of information in accordance with journalist/presenter professional rules.
- Improved overall organisation and increased awareness of radio stations.
- More interactivity with young listeners and use of digital technology.

**SHABAB UP ! ECOLE**

- A new range of entry-level teaching courses tailored to the new requirements of the media strongly supported by current media professionals.
- Teaching staff and students taking part in the training sessions will master the basics of digital journalism.

**CFI: the French media development agency**

CFI provides support to media organisations as development actors across several continents. A subsidiary of France Médias Monde and an operator of the French Ministry of Europe and Foreign Affairs, the agency is currently working on around 30 projects that fall under three major programmes: Media and Governance, Media and Business and Media and Development.

The “Media and Business” programme addresses the economic issues that have an impact on the activities of media organisations as businesses. The programme contributes to the consolidation of business models and training, particularly for young talents, with the aim of enabling financial autonomy and thereby encouraging editorial independence.

**Contact**

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