MODERNISATION OF THE TUNIS AFRIQUE PRESSE (TAP) NEWS AGENCY

This project aims to support the development of the Tunis Afrique Presse (TAP) news agency by helping to diversify its product offering and increase its resources so that it becomes a multimedia agency while remaining the main source of news in Tunisia.

AIMS

- Enhance the agency’s product offering, so that it produces a greater number of dispatches, achieves a long-term improvement in the capabilities of its journalists and revamps its website.
- Strengthen TAP’s sales policy.

FOR WHOM?

- TAP journalists in Tunis & the regions
- Web team
- Marketing department

A project by

In partnership with
WHEN?

November 2015 to December 2016

HOW?

- Train-the-trainer course for a group of journalists selected by TAP.
- Drawing up an agency manual: an expert will advise a group of twelve journalists, helping them to outline the structure of the agency manual.
- Professional development training in reporting in local news (local reporting, preparing a subject and choosing an angle, etc.) and investigative reporting (handling sources, gathering witness evidence, etc. as part of an inquiry).
- Rethinking the management of an editorial team, including observation trips to the Paris and regional offices of AFP for TAP department managers and editors-in-chief.
- Audit and redesign of the agency’s website.
- Strengthening the image offer: professional development training in shooting pictures for all journalists.
- Strengthening the marketing team.

EXPECTED RESULTS

- Improvement in the quality of journalistic content, particularly by enhancing journalists’ training, and diversification of journalistic genres.
- Redesign of the agency’s website, offering more content and increasing appeal.
- Increase in TAP’s commercial offering and sales.

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

Christophe PROVINS / Project Manager
Tel: +33 (0)1 40 62 32 59 / cps@cfi.fr

cfi.fr