

Ecole de Management de Normandie  
Programme Master Ecole de Management de Normandie  
9, rue Claude Bloch 14052 CAEN CEDEX 4  
Tél. 02.31.46.78.78 – Fax : 02.31.43.81.01  
www.ecole-management-normandie.fr

PFAFF Marie



## HOW LEARNING A NEW WAY OF WORKING IN AN AFRICAN COUNTRY.

**Drop off:** 28/08/2012

**Company:** Group of press named « *Liberté* ».

**Address:** 21 rue des Ormes-Hanoukopé

**City:** Lomé

**Country:** Togo

Rapport de stage : Caen, Master Ecole de Management de Normandie, 1<sup>ère</sup>  
année, 2009/2010



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**INTERNSHIP REPORT**

**DATE OF THE MISSION: 14/06/2012 to 14/08/2012**

# THANKS

At Normandy Business School, to allow me to do my internship in Togo. It was a great opportunity for me to discover new ways of life and working.

To Véronique VIRLOUVET for providing me with helpful documents for my internship report.

To Nestor Joseph KUAGBENU, director of the association LUPAJOTE, for accommodating me and helping me find an internship.

To the group of press « Liberté » for welcoming me in its warming structure.

To the subeditors of the newspaper, for being very open-minded and kind. Thanks to them for making my internship interesting.

To the director of the group of press, Zeus K. AZIADOUVO for being open to my propositions and ideas.

To my tutor, Médard K. AMETEPE for help and cooperation on a day-to-day basis.

To everyone who help me during the internship and writing of report.

## DATA ON THE COMPANY

- **Company's name:** Group of press : "Liberté" (GPL)
- **Legal form:** It is a LLC (Limited Liability Company) for one person, registered at the capital of **1 000 000 FCFA**. (Receipt N°0263/02/03/05/HAAC).
- **Address:** 21 rue des Ormes-Hanoukopé
- **Code postal:** 08 BP. 80 744
- **City:** Lomé
- **Country:** Togo
- **Tel:** (+228) 23 36 88 16
- **Fax:** (+228) 22 22 09 55
- **E-mail :** libertehebdo2@yahoo.fr
- **Website :** www.liberte-togo.com
- **Date of creation:** The 2<sup>nd</sup> March of 2005
- **C.E.O.:** Zeus K. AZIADOUVO
- **Tutor during the internship:** Médard K. AMETEPE (Director of the redaction)
- **Activities et types of products:** Daily newspapers
- **Cost and revenue:** *N.B.*  
The group of press "Liberté" prints: **2 500 newspapers per day**.  
The costs of paper, printing, production and distribution for 2 500 newspapers are approximately **375 000 FCFA (= 573 €)**.  
Each newspaper is sold for **250 FCFA (= 0.40 €)**.  
The newspapers are sold by sellers who earn **50FCFA** for each newspaper sold.
- **Total Number:** There are 18 people, 7 subeditors, 1 cartoonist, and 1 IT specialist.
- **Names and addresses of subsidiaries.** *Arcanes* (Bilingual newspaper of culture and sport, distributed twice a month). Same address.
- **Motivation:** It is a newspaper where government decisions and acts are criticized. The subeditors do not consider their work as a systematic opposition; according to them they are only defending the opinion of the people and fighting for an increased transparency in the government.

# CONTENTS

<b>THANKS</b> .....	4
<b>DATA ON THE COMPANY</b> .....	5
<b>INTRODUCTION</b> .....	7
1) Presentation of my environment.....	8
2) Presentation of my missions .....	9
<b>CONCLUSION</b> .....	16
<b>ANNEXES</b> .....	<b>Erreur ! Signet non défini.</b>
Annex No.1: Three of my articles. ....	<b>Erreur ! Signet non défini.</b>
Annex No.2: Internship agreement.....	<b>Erreur ! Signet non défini.</b>

# INTRODUCTION

After fruitless internship's searching in Warsaw, I chose to revise my plans. As a traveling lover, I finally decide to take my work experience in Africa to live something new. I searched on internet to find an internship corresponding with my expectations and my abilities. I quickly found a job through the association LUPAJOTE (*LUtte pour la PAix et la Joie sur Terre*), which placed me in a private news agency, named "Liberté", and located in Lomé.

The reasons that led me to choose this internship in Togo are various. First, I was curious about the world of media and journalism, that I was not familiar. Then, though it, I would like to experiment something more special and authentic, closest to the local population. I was not disappointed, because, working in this kind of structure allowed me to learn more about the difficulties of the country and its population are facing. It was a great experience that has given me a lot. I learnt about a new way of life, a new vision of the word, and I discovered something that was totally opposite to the occidental habits.

For two months I initially had to work as "marketing and communication assistant", but I have finally been more used as a local journalist. With my eyes of Frenchwoman, my tutor wanted to me that I write some articles about what attracted my attention in Togo, and what can be change in this country. An interesting challenge as "*Liberté*" is a newspaper which defends people's ideas. It puts the spotlight on and analyzes the problems in Togo and criticizes the government of Faure Gnassingbé (the current president). During my internship, news were abundant. Some of the events that took place were manifestations by the population, the demission of the prime minister and his government and the attention of the public around the **CST** ("**Collectif Sauvons le Togo**" – a group which would like to save the Togo from the present government).

Thanks to these events, I had the opportunity to participate at some press conferencing and at some political events. I have been in a conference to the promotion of CANAL+ Africa; I have gone twice to the Germany Embassy; I have participated at one of the meeting of the **CST**, I have seen a ceremony which permit

the minister of the territory planning to transmit her power to his successor; and so on...

Through a dynamic and friendly team, I learned in excellent conditions the journalist profession. It has been an opportunity for me to meet people cultivated, eager to share their knowledge.

This internship report will present you, my environment, my mission and the work I really had to do.

## 1) Presentation of my environment

To begin with this part, I have to precise that I found my internship through the association LUPAJOTE. Established in June 2008, the association currently has five permanent members, and regularly hosts foreign students. This is a non-profit organization, secular, working for the promotion of peace and non-violence in Togo.



Thus, LUPAJOTE offers tailor-made internships to students from around the world.

In addition, the association hosts the volunteers, helps them with the formalities and supports them in their project.

The areas of intervention of the association are various: education, health, social activities, waste management, project management, conflict management, communication, library, secretarial services, water and sanitation...

Students are often required to work closely with the local communities.

Thanks to LUPAJOTE, I have been placed in a private news agency named "liberté" (: meaning "freedom"). Created in 2005 by Zeus K. AZIADOUVO, "Liberté" is a recent newspaper that openly criticized the Togolese government. With an editorial line like this, the newspaper has struggled to find funding advertising. However, the subeditors do not consider "Liberté" as an opposition press, but more as a



newspaper which defends the people ideas. With 2500 copies per day, "Liberté" is the best-selling daily in Togo, which earned it a growing reputation.

## 2) Presentation of my missions

*For 2 months, my internship allowed me to realize various goals and to evolve on different competencies' field.*

Initially, I came in Togo to realize a mission as marketing and communication assistant, an area that interests me greatly.

However, as soon as I arrived in my host structure (: the newspaper "Liberté"), I realized that no measures were taken at this effect. Indeed, as the newspaper has not a lot of financial means, there is nobody in charge of marketing and communication; there is no money attributed in this area.

Then, without marketing sector, it has been necessary that I familiarize myself with journalist profession, to better understand the expectations of a newspaper in terms of communication.

In this part of the report, I firstly am going to relate my experience as a local journalist in Togo. Secondly, I am going to explain what I finally propose in term of marketing and communication.

### ***a- My experience as a local journalist in Togo***

To be sensitive with the press world, my tutor wanted me to write an article by day about my vision of Togo. As Frenchwoman, he would like that I ask me the good questions, such as: "what do you think about what happen in Togo? What can be changed? How people live? What are their main habits?" And so and...

The aim of this exercise was to realize a clear analyze or a precise critic of the situation of the country.

As you can see in the articles put in annexes, I have tried to analyze the situation. On the article, "Démystifions le rêve Européens" (: Demystifying the European dream), I have tried to explain at the population that the European continent is not a so idyllic territory that they think. In my opinion, leave their country is not the answer at all their problems. The two other articles that I put you in annexes speak about «social networks and mobile phones, the new credo of inhabitants of Togo" and about "the failures of the recruitment system in Togo".

Without formation, I had to use internet to learn how write an article, and what are the different type of articles

As a trainee journalist, I also had the opportunity to participate at the followings press conferences:

- I have been in a conference to the promotion of CANAL+ Africa
- I have gone twice to the Germany Embassy because Germany had given money at local associations, and we have to cover these kind of events
- I have participated at one of the meeting of the **CST** ("**Collectif Sauvons le Togo**" – a group which would like to save the Togo from the present government)
- I have seen a ceremony which permit the minister of the territory planning to transmit her power to his successor
- I have been at a conference to the promotion of a student show.
- I have been at a conference for the promotion of book Fulbert Sassou Attiso of entitled: "Le Togo sous la dynastie des Gnassingbé".

After these conferencing, I had to write a report.

In conclusion, my experience as a journalist has been really interesting. I have discovered the world of media in Togo and I have met journalists and speakers very cultivated.

## ***b- My propositions in term of marketing and communication***

In a second time, I had to propose some ideas to develop the communication of the newspaper. It was not easy to put in action my ideas, because of the difference of culture and because there were some problems with the internet connection.

As the newspaper has not a lot of financial means, it was not easy to take marketing decisions. All the more so, it seems difficult to find financial aid because of the subjects analyzed in the newspaper (: articles are often against the government, and the government does not like that).

Thus, in two months, I observed communication problems facing the newspaper.

### **And that is what I suggested:**

- First, create and promote the news on twitter with daily updates. This can allow a better visibility of the newspaper on the international scene.



Currently, the page has 12 followers, which is not much. I send e-mails regularly for the newspaper continues to promote their page.

- Secondly, create a new logo and change the makeup (in pages) of the newspaper, to refresh newspaper image.

-

I propose different logos, creating on the software *photofiltre*:



The three logos above were considered by the redaction as too "European", and it was finally the following one which has been chosen.



The director was seduced by the megaphone and the slogan "*le peuple peut enfin parler !*" (: people can speak now!). This slogan shows that articles of the newspaper talk about people's discontent of the society.

- According to the front page of the newspaper, I have worked with the IT specialist, who teaches me how to use "adobe photoshop" and "corel".

We have work together on the conception of this new front page:



- Then, I propose to create two news columns with the purpose of lightening up the newspaper. One called “**Humor**” with a funny sentence which has to be changed each day. And another called “**Play**”, present only one the newspaper of Friday, with a crossword.
- Finally, with a French colleague, we have thought about different way to promote the newspapers. We have thought that it will be interesting to buy products such as pent, t-shirt, or stickers and put the logo “Liberté” on. Unfortunately, the group of press has not enough money to finance this kind of project.



To conclude, my missions were various. I have discovered different files and learnt new abilities.

The team of the newspaper.



## CONCLUSION

To conclude this report, it seems interesting to assess my experience in Togo. These two months in the skin of a local journalist were a rewarding and beneficial experience for me, both on a human level than on a professional level.

Firstly, on a human level, I met great people, who were patient, and good teachers. They were able to provide me new knowledge in journalism, and share with me their experience, their culture and their thirst for justice and liberty. When we work in a dynamic and friendly structure as this one, it is easier to evolve, learn and to not be bored by his internship.

Then, on a professional level, we can say that I worked more as a journalist, than as a marketing and communication assistant. My journalism experience allowed me to participate at various conferencing. Thus I discovered the media world in Africa; a world with less financial means than in France, but in which there is a real effort to relate information. Unfortunately, freedom of the press is scorned and newspapers as "Liberté" are often discredited by the government. This scourge makes fund-raising more difficult; sponsors are scarce. Thanks to this internship, I was close to the local population. I became aware of the difficulties faced by a developing nation: poverty, precarious living conditions, unemployment, population's fatalism and corruption of the government.

However, regarding my experience in marketing, my expectations have not been fully satisfied. As the newspaper has not a lot of financial means, there is nobody in charge of marketing and communication, and no money is attributed in this area. I finally tried to implement a few free changes: a new logo, a new front page, new items and I open a twitter account. I really hope that my ideas will boost sales in the future! It was interesting to feeling responsible like that, but I never made an internship in marketing and, I had expected to be more tutored and guided.

Lastly, I was not disappointed by this travel, which has been rich in meeting, sharing and discovering. I ascertained the reality of a developing nation and



difficulties meet by countries without a real democracy. I finally learnt a lot of things about Togo's culture, habits and way of work.

Finally, I feel grew up by this first experience in Africa which made me more mature and responsible. It also awakens in me the desire to discover precisely the media world in France. Why not try an internship in TF1 in the future?

**Mots: 2100.**

### **KEY WORDS**

Group of Press « Liberté » / Lomé / Togo / Press &  
journalism / Journalism, Marketing & communication /  
Local journalist / Assistant marketing & communication /  
Redaction of articles, provide new marketing and  
communication ideas