

PARTNERSHIP DOSSIER

Festival TV Academy

“Step out of your comfort zone. Go meet the world's festivals. Tell their stories.”

Training the Web Reporters of the world's festivals and celebrations, starting with Guinea.



3

certification levels, from
beginner to JRI

28

training modules designed for
the phone

CA\$19

to get started (50,000 GNF in
Guinea)

Presented to institutions, funders and partners in culture, youth and digital development.
Festival TV Academy · Partnership dossier — public edition, October 23, 2026

The letter

Montreal, October 23, 2026

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Subject: Festival TV Academy — partnership request for the 2027 pilot program

Dear Madam, Dear Sir,

Since 2006, Festival TV has been filming the festivals and celebrations that nobody films: in Guinea first, then in Mali, Senegal and Côte d'Ivoire and, for several years now, in Canada. Today, our platform festivaltv.tv lists hundreds of festivals and artists. But a world channel of celebrations needs reporters everywhere celebrations take place.

That is the mission of Festival TV Academy: to spot young festival lovers in every city, train them online with a simple phone, certify them across three levels, and then affiliate them to Festival TV's network of Web Reporters. They become the eyes and ears of their community, and a new generation of professionals in the cultural and creative industries.

In 2027, we want to launch a pilot program in Guinea, with a first journalism training institution, and then extend it to Canada. This pilot is deliberately lean: CA\$4,895 to train a first cohort of 20 young people. Your institution can contribute in several ways: fund the pilot, offer scholarships, or equip reporters.

I would be honoured to present this project to you in person and to build with you the most useful form of partnership.

Please accept, Madam, Sir, the expression of my highest consideration.

Moïse 1er

Founder of Festival TV

The essentials on one page

For whom?	Young people who love festivals and celebrations, journalism students and content creators — first in Guinea and Canada, then in every country whose festivals are listed on festivaltv.tv.
What?	An online training program in 3 levels (Explorer, Web Reporter, Festival TV JRI), 28 modules, real field assignments, an AI-powered coach, certification, and affiliation to the Festival TV network.
How much?	2027 Essential Pilot: CA\$4,895 for a cohort of 20 young people, about CA\$245 per participant. Learners pay from 50,000 GNF (CA\$19) to 300,000 GNF (CA\$99) for the full path. Possible contributions: funding the pilot, scholarships, Explorer Kits as an option.
What oversight?	Indicators published at the end of each cohort: enrolments, certified learners, published stories, scholarships awarded; a financial report on the use of funds.
Where to start?	A pilot cohort of 20 students with a journalism training institution in Guinea, in the first half of 2027.

“The festivals of thousands of towns are never filmed. The enthusiasts are already there: what they lack is a method, a tool and a broadcaster.” In one sentence: Festival TV Academy turns festival lovers into certified reporters who tell the world about their town and make a profession of it, within the first world network of Web Reporters specialized in festivals and celebrations.

1 • Festival TV at a glance

Festival TV (festivaltv.tv) is a web television dedicated exclusively to festivals and celebrations: an “infotainment” channel that informs while entertaining. It tells the story of festivals, but also of the towns, the markets, the artisans and the people who bring them to life.

2006

first festival coverage
in Guinea

888

festivals listed on
festivaltv.tv

272

artists with their own
page on the platform

2

home bases: Guinea
and Quebec

Figures recorded on festivaltv.tv on October 23, 2026.

The project lead

Moïse 1er (Moussa Moïse Camara) — Journalist, radio and television host, audiovisual producer and founder of Festival TV. Creator of the show Festival Explorer, he has covered the festivals and celebrations of West Africa for twenty years, including MASA and FEMUA in Abidjan. Based in Quebec, in 2026 he hosted shows at the Festival international Nuits d'Afrique in Montreal and several festivals across the province.

2 • The problem

Thousands of celebrations remain invisible. Neighbourhood parties, village festivals, rites and carnivals are never filmed properly, for lack of reporters on site. The enthusiasts exist, but without a method. Young people film with their phones — without technique, without a broadcaster and without income. Schools train JRIs (journalist-reporters), rarely for festive culture. Students lack field experience and, often, practical equipment. Content creation attracts young people. It can become a real profession if it is structured, certified and connected to a market.

3 • The solution: Festival TV Academy

An online program, accessible from a phone, that recruits in the field, trains, certifies, equips and affiliates.

Component	What it provides
The Academy platform	28 short modules (video, key points, exercise, quiz), usable on a weak connection, at festivaltv.tv/academy.
The AI coach	An assistant that explains, prepares interviews and comments on footage; level validation always remains human.
Real assignments	Each level is validated by filming a real celebration; the best stories are broadcast on festivaltv.tv.
The field guides	

	Eight one-page guides to keep on the phone: settings, shots, sound, interviews, night, safety, sending footage.
The Explorer Kit	For certified level-3 reporters: a professional smartphone, wireless microphones, a stabilizer, lighting — bearing the name of the partner who funded it.
The network and the Gatherings	Affiliation, Festival TV affiliation badge and letter of assignment, paid assignments, annual World Gatherings and the Festival Explorer Trophies.

The three-level path

	Level 1 — Explorer	Level 2 — Web Reporter	Level 3 — Festival TV JRI
Equipment	Their own phone	Phone + microphone, or camera	Explorer Kit or pro equipment
Duration	4 weeks	8 weeks	12 weeks + field internship
Assignment	10 shots of a celebration + a 60-second portrait	A 2-to-3-minute report with 2 interviews	Full coverage of a festival + one live broadcast
Outcome	Explorer certificate	Web Reporter certificate, byline on festivaltv.tv	JRI affiliation badge and letter of assignment, affiliation

4 · The Academy page, live

The Academy page is live at **festivaltv.tv/academy**: the full program, the three levels, prices by zone with the Guinea / CFA zone / International selector, the Pioneers offer, the registration form, the downloadable field guides, the charter, the benefits of affiliation and the Gatherings. The learner application is integrated into it: module player with quizzes, AI coach, assignment submission and a dashboard where each learner follows their progress. Also already in place: the World Gatherings of Festival Explorers around the World Tour of Festivals (the night of December 31), the Festival Explorer Camp and the Festival Explorer Trophies.

5 · The benefits

For young people	For the partner	For Guinea and culture
• A content-creation profession, learned with a simple phone • A certification recognized by a broadcaster • Published stories, under their own name • Access to paid assignments and an international network	• A concrete, measurable program with strong youth impact • Visibility on the kits, the platform, the live broadcasts and the Gatherings • Activity reports for every cohort • Association with a joyful, positive brand	• Jobs in the cultural and creative industries, town by town • Festivals and traditions finally filmed and passed on • A world showcase for festivals and artists • A positive image of the country

6 · The funding model

The program rests on two sources: the passes paid by learners, at prices that defy competition and are set by zone to remain accessible in Africa, and partners, who fund scholarships, equipment and the launch.

Budget of the 2027 Essential Pilot (Guinea)

Item	Amount (CA\$)
Platform, hosting and AI coach (one year)	1,200
Pilot cohort of 20 young people: launch day, workshops, travel	1,200
Production of the level-1 modules (filmed by Festival TV, AI-assisted subtitles)	800
15 Discovery Kits (lavalier microphone, mini-tripod, power bank)	750
Certificates and affiliation badges	500
Contingency (10%)	445

Total	4,895
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About CA\$245 per participant in the pilot cohort. Coordination is provided by the founder at no cost to the partner. Full Explorer Kits (about CA\$3,000 each) are offered as an option, to be funded separately by equipment partners.

Going further: the full 2027 program. For partners who wish to fund the complete execution of the year in Guinea and Canada (paid coordination, production of the 28 modules, 5 full Explorer Kits, platform, two cohorts), the budget is about CA\$81,400. It can be funded in tranches, starting from the Essential Pilot.

7 · Three ways to become a partner

Scholarship Partner	Equipment Partner · Recommended	Founding Partner
from CA\$400 Funds 50 Explorer passes in Guinea (2,500,000 GNF) for young people without means. • Partner's name on the credits • Report on the scholarship recipients	CA\$3,000 Approximately, per kit. Funds one complete Explorer Kit. • Brand on the equipment • The equipped reporter's stories dedicated to the partner	tailored Funds the Essential Pilot (CA\$4,895) or part of it. • Founding partner title • Presence at the World Gatherings • Follow-up committee

Prices paid by learners (2027)

Pass	Guinea	CFA zone	International
Explorer Pass — level 1	50,000 GNF	3,000 FCFA	CA\$19
Web Reporter Pass — level 2	100,000 GNF	6,000 FCFA	CA\$39
Festival TV JRI Pass — level 3	200,000 GNF	12,000 FCFA	CA\$69
Full Adventurer Pass — 3 levels	300,000 GNF	18,000 FCFA	CA\$99

For comparison, an annual subscription to a major online course platform costs about US\$168, and a single day of in-person mobile journalism training can exceed US\$400.

The timeline

1 · November-December 2026 — Foundations. Academy page launch, registrations open, filming of the level-1 modules.

2 · January-June 2027 — Pilot in Guinea. A cohort of 20 students with a journalism training institution; levels 1 and 2; first stories broadcast.

3 · July-December 2027 — Field and live. Level 3, first kits, coverage of Quebec festivals with La Découverte du Canada, then the World Tour of Festivals, 24 hours live, on the night of December 31, 2027.

4 · 2028 — West Africa. One partner school per country (Senegal, Mali, Côte d'Ivoire, Cameroon, Burkina Faso) and the first Festival Explorer Camp.

8 · Governance and indicators

The founder validates the levels and the broadcast stories; every certified level-3 reporter becomes a mentor and shares this work. A follow-up committee brings together Festival TV, the pilot institution and the founding partners at the end of each cohort.

Indicator	Target, end of 2027
Academy enrolments	500
Level-1 certifications	150
Affiliated JRI reporters (level 3)	10
Stories published on festivaltv.tv	150
Countries covered	4

9 · Our commitments

- Use the funds only for the agreed items and report on them in writing.
- Award scholarships by application, according to published criteria.
- Enforce the Festival Explorer charter: respect for people, consent, parental agreement for children, respect for sacred moments, political and religious neutrality.
- Have every level validated by a person, never by artificial intelligence alone.

Honesty clause. Festival TV guarantees the training, the assessment, the certification and, for affiliated reporters, access to the planned assignments and equipment. Festival TV guarantees neither a job nor an income: those depend on each reporter's work and on commissions from festivals and partners.

10 · The outlook

In time, Festival TV Academy will train, in every country whose festivals are listed on festivaltv.tv, the reporters who will cover their town's celebrations. Every year, they will meet at the World Gatherings of Festival Explorers, around the World Tour of Festivals, and at the Festival Explorer Camp, a one-week residency in a host festival.

Our proposal. Join Festival TV Academy as a partner of the 2027 pilot program, in the form that best matches your mission: scholarships, equipment or founding partnership. We request a meeting to present the platform to you live and agree on the terms together.

“The television of every celebration in the world, starting with the ones nobody films.”