BURKINA FASO

FASO MEDIA 2

Launched at the beginning of 2015, the first phase of Faso Media sought to help Burkinan media outlets as they processed news for citizens and of public interest. This second phase is giving the media a greater role in the citizen-led control of public initiatives and raising the awareness of the various actors in civil society. It involves a series of initiatives conducted at both a national level (investigative journalism training programme, production of civics education programmes and discussion programmes focusing on the key issues faced by society) and a local level (regional synergies, interview practice sessions, media management, and so on).

AIM

To give the media a greater role in the citizen-led control of public initiatives in Burkina Faso.

FOR WHOM?

Members of UNALFA (Burkina Faso’s national union of free audiovisual media outlets), journalists from 60 radio stations (privately owned local radio stations and public radio stations), from 4 privately owned television stations and from 10 written and online press organisations, 20 bloggers or internet activists and several civil society organisations (CSOs) from Burkina Faso, together with the citizens, CSOs and local authorities in the regions of Fada N’Gourma and Bobo Dioulasso (pilot regions for part of the project).

WHEN?

From January 2017 to December 2018

A project by

In partnership with
HOW?

→ Making the various actors in civil society and local authorities more aware of the concepts of citizenship and accountability: setting-up of a scientific committee and of an editorial committee, discussion seminar, training courses, and so on.

→ Enabling citizens to clearly express their requirements in the public sphere and to become involved in devising and trialling projects: creation of programmes focusing on citizen dialogue, training courses on debating ideas and advocacy for young people.

→ Helping the media and CSOs to more effectively exercise their rights in the citizen-led control of public initiatives: workshops focusing on documentary research, training courses on interview techniques and investigative journalism, open data learning, data journalism courses at basic and proficient level.

→ Enhancing the management and governance of the media and the production and broadcasting of civics education programmes, discussion programmes, information programmes and citizen dialogue programmes, with content of general interest: training courses on management, team management, business management and marketing, coaching sessions, and so on.

EXPECTED RESULTS

24 months

€1,2M

60 actions

→ Appreciation of the concepts of citizenship and accountability by the various actors in civil society and the local authorities, and better understanding of everyone’s roles, rights and duties.

→ Improved dialogue between the local authorities and citizens, especially young citizens, via the media and in collaboration with CSOs.

→ Development of citizen mobilisation projects by young people.

→ Production and broadcasting of programmes at both national and local level.

→ Greater long-term viability for the media outlets taking part in the project and for UNALFA.

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, Media and Development.

The “Media and Development” programme helps media organisations to take ownership of development issues (education, health, gender) by strengthening the relationship of trust between journalists and civil society.

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