The importance of local media, and in particular radio, is well established in Africa. However, there is now a real need for management training that addresses the economic, organisational and strategic issues of media managers. Launched by the Centre Solidarité et Initiatives pour le Développement (CSID-Benin) [Development Initiatives and Solidarity Centre], in partnership with CFI, Kalan Academy aims to strengthen the management skills of local media managers through online training. It is the first step in a project to build a learning platform for media management in Africa.

AIM

To diversify management training courses for local media managers in Africa through online training.

FOR WHOM?

- 30 French-speaking managers of local radio stations in Africa
- a teaching team of 10 trainers

WHEN?

From November 2020 to April 2022.
HOW?

- **Launching an e-learning platform**: production of resources (written, audio or video materials) and training of users.
- **Strengthening the knowledge of 30 people in the management of a local media outlet**.
- **Setting up a strategy for the sustainability of the platform**: development of other management training courses, design of a catalogue of training courses and development of an economic viability model.

**ANTICIPATED OUTCOMES**

- **18 months**
- **€216,000**
- **40 professionals trained**

A sustainable online training platform that is operational and adapted to the current situation in Africa.

Professionalisation of local media managers in media management.

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**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 Enterprise, Media and Development. The “Media and Enterprise” 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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