There are still many obstacles to gender equality in the media in the Sahel region. It remains the case that few women hold leadership roles and they are often marginalised when it comes to politics, business and similar key issues. This trend is also seen in the content that is produced and which sometimes does not reflect women's needs and concerns. Through the involvement of the media and CSOs, MédiaSahel pour Elles [MédiaSahel for Women] actively helps to consolidate the position of women as agents of change and social cohesion.

**AIM**

To work with CSOs to promote the development of high-quality, gender-sensitive journalism that provides forums in which women can express themselves, particularly on the issues of stability, peace and social cohesion.

**WHEN?**

From January 2022 to December 2023.
FOR WHOM?

> 36 MédiaSahel project partner radio stations (managers, journalists, technical and administrative staff) and predominantly women;
> Civil Society Organisations (CSOs) active in the empowerment of women;
> Women involved in their local and national communities.

HOW?

> Gender-sensitive journalism and management training: for trainers on gender issues, for media outlets directors on inclusive, gender-sensitive human resources management, for female journalists on personal development, and for editorial teams on greater awareness of gender equality.
> Support for the production of content that covers gender issues, women’s rights and the role that women play in peace processes and social cohesion: workshops that promote dialogue between media outlets and CSOs in order to develop adapted content; support for the production and dissemination of radio programmes in French and various national languages; creation of an online directory of female specialists, available to the media outlets.

EXPECTED RESULTS

> Enhanced gender-sensitive training to improve the degree to which women are represented and recognised in the media;
> Content (produced in French and various national languages) that covers gender issues, women’s rights and the role that women play in peace processes and social cohesion.

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 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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