The Office de Radiodiffusion Télévision du Mali (ORTM – the Malian Radio and Television Broadcasting Bureau), with the support of the national Ministry of Communication, has asked CFI to implement an advice and training plan to help it compete with private media upon the transition to DTT in 2015. ORTM is seeking radical changes which will be clearly visible to the Malian people, who have been left weakened and divided after two years of upheaval.

AIM

Support ORTM in modernising its management and enhancing the professional skills of its staff.

FOR WHOM?

The general management of ORTM, the Human Resources Department, the Programmes Department, the Sales and Marketing Department, TV and radio newsrooms, the Internet service, graphic designers, editors and directors.
WHEN?
De janvier 2014 à décembre 2015

HOW?

- Conduct an audit of ORTM with a view to drawing up an action plan.
- Support in the area of organisational structure and training in management for senior managers.
- Preparation of an interim report at the end of the “organisational” assistance.
- “Content” training: programme scheduling, creation and management of TV trailers, advertising, website and social networks.
- Set up training in industry careers: training journalists in TV and radio report production, TV magazine and radio presentating, editing, etc.

EXPECTED RESULTS

- Improved management skills for ORTM senior management.
- Strengthening of the operational departments (programmes, marketing, sales, human resources, newsroom), with the tools and skilled personnel to improve the quality of broadcasting and generate revenue therefrom.

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 and Media and Development.

The “Media and Business” 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.