CAMEROON

TALK PEACE

“Talk Peace” aims to train Cameroonian media professionals on how to produce reliable and verified information, as well as interactive content that promotes dialogue. It also introduces young members of civil society organisations to media education and digital citizenship.

AIMS

- To enable media outlets to better produce objective, verified and inclusive information;
- To consolidate the role of young people and civil society, alongside the media, as a bulwark against the production and circulation of false information and hate speech.

FOR WHOM?

- Senior editors, journalists and technical personnel from 10 Cameroonian media outlets;
- Young people from the crisis zones (the Far North Region and English-speaking regions);
- Members of civil society organisations (CSOs) and of local authorities participating in consultation seminars with the media outlets.
WHEN?

From May 2022 to April 2024.

HOW?

Training on verifying information and on conflict-sensitive journalism: the role of the media in preventing conflict, the safety and security of journalists and their sources, the fundamental ethics of journalism and techniques for verifying information;

Support in producing interactive programmes;

Media education and digital citizenship for young people: deciphering how media outlets collect and process information, types of false information, information verification techniques, dealing with social media and producing content to disprove false information.

EXPECTED RESULTS

The Cameroonian media outlets will produce verified and objective information that is adapted to crisis situations;

Programmes and innovative content will be produced that promote citizen involvement, particularly among young people, and create space for dialogue with civil society and local authorities;

Young people will contribute to the production, dissemination and circulation of information that promotes social cohesion and reduces tension.

CFI, the French media development agency

CFI works to foster media development all over the world, especially in sub-Saharan Africa, the Arab world and the European Union’s neighbourhood. We support media players to foster dialogue between local authorities and citizens, to ensure that people gain the best possible access to information. Core topics include fighting misinformation, promoting gender equality, protecting the environment and promoting democracy and civic engagement. CFI operates under the umbrella of the French Ministry of Europe and Foreign Affairs and is a subsidiary of the group France Médias Monde.

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