Launched in 2015 to coincide with the Paris Climate Conference, the Media 21 project has worked extensively with media organisations in Africa and Asia to help them incorporate more material on climate, ecological and environmental issues into their editorial policy. The Terra Media project, which this time is focusing solely on Madagascan radio stations, follows on from this initiative. It aims to build on the knowledge that was developed during the Media 21 project, whilst at the same time perfecting journalists’ skills, particularly in the areas of digital audio editing, reporting techniques and magazine show production, tying in with a number of Sustainable Development Goals (SDGs).

AIMS

- To build on the skills of the Madagascan journalists who took part in the Media 21 project, and strengthen any weak areas identified in the initial part of that project.
- To strengthen any weak areas identified in the initial part of that project.
- To help Madagascan media organisations to incorporate climate change across wider issues linked to the SDGs.
- To help listeners in the areas covered by the radio stations to keep up to date with and gain a better understanding of the issues and consequences of climate change in their day-to-day lives, so that they can identify good prevention and adaptation strategies.

A project by

CFI MEDIA DEVELOPMENT
FOR WHOM?

Journalists working at 10 local radio stations in Madagascar.

WHEN?

From July 2016 to June 2017

HOW?

- Updating journalists’ knowledge of climate change to fall in line with the Sustainable Development Goals.
- Workshops for perfecting radio editing techniques.
- Providing radio stations with better production equipment.
- Editorial supervision and remote monitoring of radio programmes.
- Competition rewarding the best broadcasts.
- Training courses in management and onsite coaching for the beneficiary radio stations.

EXPECTED RESULTS

- Enhancement of radio journalists’ understanding of what climate change means in local terms, linking up with four major Sustainable Development Goals (SDGs): combatting climate change, managing marine resources, improving health and increasing food security.
- Enhancement of radio journalists’ technical skills in the area of radio magazine show production, incorporating climate change issues (editing, mixing, sound, links).
- News broadcast production and public awareness-raising concerning the project topics.
- Consolidation of knowledge and skills gained on radio journalist training courses through strengthening of general station management and viability.
- Better information for people living in the regions covered by the ten radio stations to help them gain a better understanding of climate change issues and the consequences of such change in their day-to-day lives.

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.

Contact

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12 months
€460,000
10 radios stations