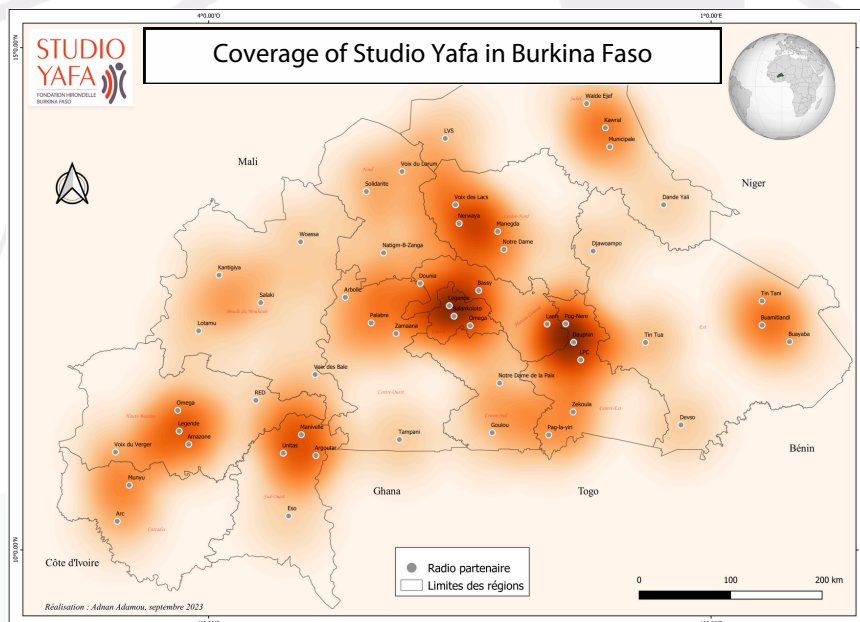


Burkina Faso

STUDIO Yafa

Active in Burkina Faso since 2018, Studio Yafa provides independent, professional information and spaces for dialogue on the social and political life of the country. It produces multimedia programs (radio, television and video) targeting young people, women and vulnerable people. Magazines and debates are produced in five languages (Mooré, Dioula, Fulfulde, Gulmancema and French) by a team of 30 journalists, translators and technicians, supported by 34 correspondents from partner radio stations across the country.

Studio Yafa's activities are carried out in partnership with the Union Nationale de l'Audiovisuel Libre du Faso (UNALFA – an association of private media), MOUSSO NEWS (online media specializing in gender issues), and FASOCHECK (an association of journalists specializing in factchecking).



Map of Burkina Faso showing Studio Yafa's network of partner radio stations and its broadcasting area.

FINANCIAL VOLUME 2023

2,066,955 CHF

SOURCES OF FUNDING

- Sweden (ASDI contribution)
- Switzerland (SDC mandate)
- European Union
- United Kingdom (FCDO-CSSF)
- Switzerland (SDC - Core contribution)
- France (Crisis and Support Centre)
- Czech Republic (MOFA)
- Fondation d'Aide à l'Enfance et au Tiers-Monde
- Fondation Madeleine
- Fagus lucida-Stiftung
- Income generating activities

Key figures for 2023



51 partner radio
stations
+ 2 television
partners



586 media
professionals
trained



286,900 regular
listeners (2020)



5 broadcast
languages



127,000 followers
on social media



449 hours of
broadcasting per
year

More information on the project is available at www.studioyafa.org.

Context

In 2023, the transitional government of Burkina Faso increased the defence budget to step up the fight against the threat of armed groups. The economic situation has worsened, with an inflation rate of 14.1%, the highest in West Africa. The country has fallen to 58th place in the Reporters Without Borders press freedom index. In July 2024, Burkina Faso joined the Alliance of Sahel States, following the signing of the treaty creating the Confederation of the Sahel, alongside Mali and Niger, in order to strengthen their cooperation.

Giving a voice to the vulnerable

In this context, Studio Yafa wants to be at the heart of the daily lives of young people, women and vulnerable people, broadcasting series such as "Yafa celebrates women", "Yafa at school", "Yafa in the field", including features such as "A reminder about dengue fever and measles". In 2023, it produced two television programmes: on the promotion of young leaders of civic projects in partnership with the national channel RTB, and on accountability and citizen's perspectives with BF1, the country's most-watched private channel. Five Studio Yafa articles were republished by the Courier international, and two were broadcast on the Worldcrunch platform. In 2023, the studio also played an active part in co-productions of Fondation Hironnelle's three studios in the Sahel: Studio Tamani, Studio Kalangou and Studio Yafa. These programmes, broadcast in 12 languages by 202 radio stations and 12 television channels, reach 7 million listeners.

Studio Yafa is seeking to increase its funding to continue its humanitarian radio programme, the only one of its kind in West Africa, aimed at both internally displaced people and host communities. Similar research is under way to continue its popular programme on parenting.

Studio Yafa journalists have been trained in fact-checking to help them identify and deal with false information. Training has been given to partner radio stations and to women from civil society organisations to coach them in public speaking and engaging with the media.

To ensure that Studio Yafa reaches its target audience, a number of distribution channels have been set up, including a network of 51 radio partners, articles and broadcasts on the website and social networks. Group listening sessions are also organised every week in IDP camps.

OUR IMPACT

More than 80% of listeners questioned during focus groups expressed satisfaction and confidence in the content produced by Studio Yafa (AGEXS Afrique study, 2024). During group listening sessions organised by community mobilisers, 90% of participants said the productions had helped to strengthen social cohesion between IDPs and host communities.

TESTIMONIAL

"Studio Yafa's programs are very interesting and useful. They deal with a variety of issues, such as the promotion of our cultures, national news, health, and more."

Eric Sib Sie, listener in Gaoua.

Studio Yafa is stepping up its media literacy initiatives to encourage responsible and critical use of information available online and on social networks by the public.

Studio Yafa wants to set up an integrated newsroom. Correspondents and journalists from the studio's partner media outlets across 13 regions will be immersed in the editorial team. As well as reporting, these correspondents will co-produce debate programmes. As part of this dynamic, the journalists are keen to build their web writing and photography skills in order to support Studio Yafa's web production and improve its ranking on the various search platforms.

Journalists from partner radio stations are being trained in cybersecurity and information monitoring, to create a team specifically dedicated to monitoring hate speech and false information. The aim of this unit is to provide a virtual platform for monitoring hate speech.

Partner radio stations also receive training in conflict-sensitive journalism, safety on the move and preventive maintenance. This training helps to improve the quality of productions and strengthen partner radio stations.

Studio Yafa's journalists receive regular training, including in presenting and moderating debates, developing columns and magazine programmes, and news monitoring.

PRIORITIES

- ▶ Strengthening media literacy initiatives
- ▶ Reorganisation of the editorial offering
- ▶ Setting up a fact-checking team

ACTIVITIES

- ▶ Production of a 2.5-hour weekly radio programme in 5 languages
- ▶ Various training courses for journalists from partner radio stations and Studio Yafa

BENEFICIARIES

Studio Yafa's programmes are aimed at young people, women and vulnerable people who need reliable, independent information.

These programmes are produced by a network of 51 partner radio stations throughout the country, many of them operating in difficult contexts. Studio Yafa provides them with support through capacity building and the provision of equipment to improve their operations.

DRIVERS OF CHANGE

- Solution-based journalism
- Media literacy
- Radio, a tool for promoting peace and social cohesion
- Focus on public policy monitoring
- Focus on current challenges (women's rights, environment, health, parenthood, climate change, migration, etc.)
- Contribution to the humanitarian response

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ON WWW.STUDIOYafa.ORG

