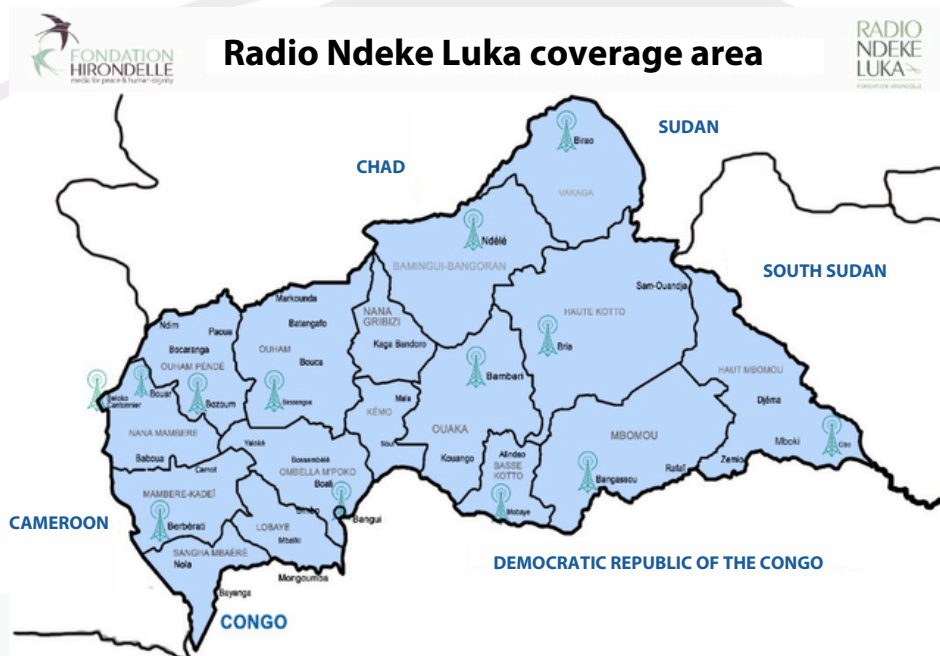


Central African Republic

RADIO NDEKE LUKA

Radio Ndeke Luka, set up in 2000 by Fondation Hironnelle, is the most listened-to radio station in the Central African Republic. Broadcasting in French and Sango, it is live 24/7 via a dozen FM transmitters, and works with around twenty community radio stations. It is also present on Canal+ Afrique and on social networks.

For nearly 25 years, Radio Ndeke Luka has built itself up as a public service institution, helping to resolve vital day-to-day problems in a country facing crises and governance challenges. With a team of around one hundred staff, it produces and broadcasts a variety of content including 13 daily news programmes, debates, educational and entertainment programmes, music and magazines.



Map of the Central African Republic showing RNL's FM transmitters' network.

FINANCIAL VOLUME 2023

3,276,715 CHF

SOURCES OF FUNDING

- European Union
- Switzerland (Project contribution)
- Switzerland (SDC - Core contribution)
- Income generated
- UNICEF
- Hironnelle USA

Further information is available at:
www.radiondekeluka.org

Key figures for 2023



23 radio partners



2.4 million listeners (2022)



125 media professionals trained



53,000 followers on social media



2 broadcast languages



8,760 hours of broadcasting per year

Context

Political tensions and the economic and social crisis have continued to fuel an unstable security situation in the Central African Republic. In this fragile context, the role of the independent media is essential in helping to bring about lasting peace and reconciliation, both at national level and at local and community level. However, the Central African media sector, characterised by its technical and economic fragility, is highly exposed to the risks of geopolitical manipulation and to the wave of disinformation that the country is facing.

Reliable information to support reconciliation and recovery in CAR

Faced with these complex challenges, Radio Ndeke Luka (RNL) and its radio partners have developed an information and dialogue programme that takes account of the changing political and security context and the needs of the population in terms of reconciliation and recovery.

RNL has promoted local information, given communities a voice and established a link between decisions taken in Bangui and their repercussions in the regions. The topics covered include issues of national importance (reconciliation process, sustainable peace) and the day-to-day concerns of Central Africans (access to basic social services, mobility, specific problems of minorities).

Editorial and technical teams and managers from RNL and partner radio stations received training throughout the year: 70% of managers received training in managerial and leadership skills and 85% of correspondents received ongoing training.

RNL broadcasts on 100.9 FM from transmitters in Bangui, Bambari, Bangassou, Beloko, Berberati, Birao, Bossangoa, Bouar, Bozoum, Bria, Mobaye, Ndele and Obo. Its presence on Canal Satellite Afrique gives it national coverage. The radio station can also be streamed from its website.

OUR IMPACT

With a 72% cumulative audience reach, Radio Ndeke Luka (RNL) is the country's main radio station and the only Central African media outlet that produces and broadcasts independent, professional news in French and Sango throughout the country. RNL listeners are very attached to the station, and 91% consider its programmes to be useful or even essential (Immar 2022 audience survey).

TESTIMONIAL

"I really liked the on-air coverage throughout the day. It was very professional. Keep training talented and professional journalists, so that we can all enjoy listening to local and national radio!"

Chevignon Wayne Gueret, listener in Bangui, on RNL's coverage of July 30 referendum vote.

FOLLOW NEWS FROM THE CENTRAL AFRICAN
REPUBLIC ON WWW.RADIONDEKELUKA.ORG



Radio Ndeke Luka (RNL) is continuing its efforts to ensure that Central Africans have access to reliable, independent and accessible information that meets their needs, promotes living together and consolidates peace. Understanding of the issues and the democratic and electoral process, including local elections, is developed through verified information programmes that help to strengthen people's critical faculties.

RNL produces daily news and dialogue programmes, covering all the country's current affairs. In order to be as close as possible to the communities, the journalists travel and make off-site broadcasts. Specific media literacy and fact-checking content is also produced by a dedicated team.

RNL is developing its digital strategy across its different channels: new formats are being developed to meet the needs of its different audiences.

Community radio professionals are supported in producing programmes designed to inform, educate and mobilise their audiences around local elections and, more generally, news from their regions. RNL's editorial team also benefits from capacity building, particularly in the production of new digital formats, investigative journalism and coverage of the electoral process.

To promote a culture of verified information among the Central African population, media literacy strategies are being deployed to combat false information and hate speech, notably through awareness-raising sessions.

PRIORITIES

- ▶ Providing reliable information as close as possible to communities
- ▶ Developing its digital strategy
- ▶ Media literacy strategy

ACTIVITIES

- ▶ 24/7 broadcasting in French and Sango
- ▶ Training for RNL journalists
- ▶ Capacity building (editorial, technical and management) for partner media outlets

BENEFICIARIES

The staff of Radio Ndeke Luka and the community radio stations are directly concerned by the reinforcement programmes aimed at consolidating and developing their know-how. On a larger scale, the Central African media sector as a whole benefits from this support. Finally, the majority of the Central African population is directly targeted by Radio Ndeke Luka's productions, which endeavour to address cross-cutting issues (gender, environment, youth, etc.) with particular attention.

DRIVERS OF CHANGE

- Radio, a tool for promoting peace and social cohesion in the Central African Republic
- Radio Ndeke Luka's commitment to the war against mis/disinformation
- Access to reliable, verified information to empower citizens to influence the political life of their country

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