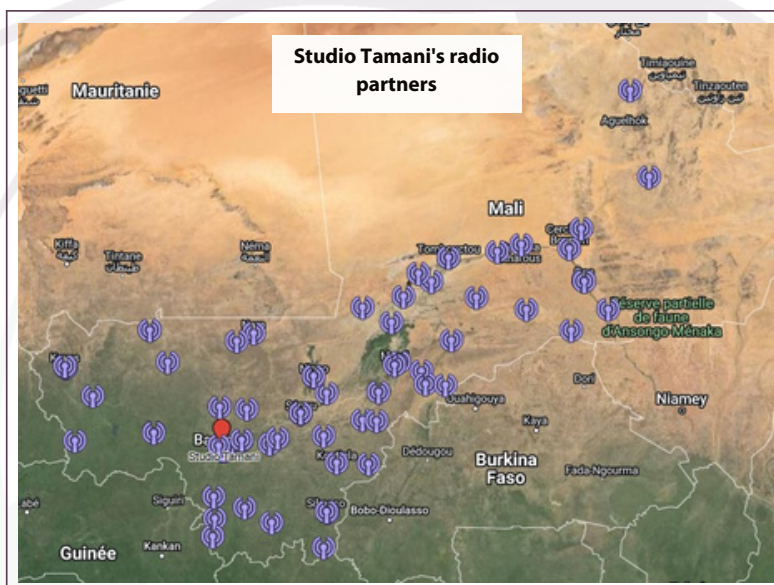


Mali

STUDIO TAMANI

Studio Tamani is a daily three-and-a-half-hour radio programme designed to inform and encourage dialogue between "All the voices of Mali". Since August 2013, it has offered newscasts in 5 languages (French, Bambara, Peulh, Tamasheq, Songhai), a major talk show, news and features on specific issues.

All content is produced by a team of 43 Malian journalists and technicians based in Bamako, and a network of 45 correspondents throughout the country. Productions are broadcast by a network of 85 radio stations and 3 television partners across Mali. The content is also published on the Tamani's website and social networks, and can be listened to free of charge via a telephone service.



Map of Mali showing Studio Tamani's partner radio network and their broadcasting areas.

FINANCIAL VOLUME 2023

1,944,114 CHF

SOURCES OF FUNDING

- Switzerland (SDC - Core contribution)
- United Kingdom (FCDO-CSSF)
- Switzerland (SDC - Project contribution)
- UNICEF
- Sweden (SIDA)
- Czech Republic (MOFA)
- Income generated
- Fondation d'Aide à l'Enfance et au Tiers-Monde
- Fondation Madeleine
- Spain (Embassy)
- Denmark (FAMOC)

OUR KEY FIGURES FOR 2023



85 radio and 3 television partners



3.4 million weekly listeners



225,000 followers on social media



327 media professionals trained



5 broadcast languages



1,108 hours of broadcasting per year

Context

In 2023, Mali adopted a new constitution, inaugurating its Fourth Republic, but the transition initiated in 2020 by the military continues without clarity on the electoral timetable: in April 2024, the activities of political parties were suspended until July 2024. The United Nations Stabilisation Mission in Mali (Minusma) has withdrawn from the country. Insecurity and the high cost of living persist. Self-censorship is widespread in the media, for fear of reprisals in the form of arrests and bans on broadcasting. In July 2024, Mali joined the Alliance of Sahel States, following the signing of the treaty creating the Confederation of the Sahel, alongside Niger and Burkina Faso, in order to strengthen their cooperation.

Independent radio close to the people, for cohesion in Mali

In this difficult context, where disinformation and misinformation are widespread, Studio Tamani remains the only independent media with national coverage, taking into account the country's cultural and societal diversity.

In 2023, Studio Tamani added a 2 x 25-minute humanitarian magazine programme in French and Bambara. The youth programme has also been reformatted with original content. More than 50 journalists and technicians were mobilised in June to cover the referendum on the new constitution. For the artistic and cultural Biennale in Mopti, the editorial team produced seven special editions, plus live coverage of the nine evenings of competition between the regional troupes, as well as 105 reports, debates and magazines.

Eleven training courses were run in 2023, with a total of 327 participants. The sessions covered conflict-sensitive journalism, coverage of the referendum ballot, journalism serving the public in humanitarian crises, the running and management of community radio, gender and the prevention of sexual exploitation and abuse.

The studio's programmes are broadcast beyond its network of 85 radio and television partners. Studio Tamani's programmes on culture, peace and living together are also widely followed on social networks and the studio's website. Across the Sahel, the co-productions produced in synergy between Fondation Hironnelle's three studios - Studio Tamani, Studio Kalangou and Studio Yafa - are broadcast in 12 languages by 202 radio stations and 12 television channels, reaching 7 million listeners.

OUR IMPACT

A steadily growing audience: the latest audience survey carried out in March 2023 by Immar shows that Studio Tamani's programmes are regularly followed by over 3.4 million people, 47% of whom are women and 43% young people. They enjoy a high trust rate of 86%.

TESTIMONIAL

"Studio Tamani is really the best in terms of broadcasting good information. I started listening to you in Banamba in 2019. I am now a loyal listener. I listen to all your programmes morning and evening wherever I am, as well as your Grand Dialogue debate. Long may you continue!"

Fofana Cheickné, writing on social networks.

In 2024, Studio Tamani will be giving more space to culture, information on climate change and sport in its programmes. The fact-checking desk is also being strengthened, with a focus on media literacy.

Studio Tamani, like all other Fondation Hironnelle media, is evaluating its offering and its digital presence. Its new digital strategy is currently being developed, with the possibility of broadcasting programmes on WhatsApp and offering podcasts on various platforms.

In addition to regular training courses, Studio Tamani also organises activities to support local media through editorial, technical and managerial training, as well as immersion sessions for journalists and journalism students. The partnership set up with universities to raise student standards and offer journalism internships is being strengthened with intensive sessions organised for students.



A Studio Tamani journalist interviews a former tourist guide from Ségou in Mali. © Florent Vergnes

PRIORITIES

- ▶ Developing a digital strategy

ACTIVITIES

- ▶ Production of a daily 3.5-hour radio programme, as well as multimedia content on social networks and the website
- ▶ Training for local media and journalism students
- ▶ Training and refresher courses for the editorial team and correspondents

BENEFICIARIES

The Studio Tamani programme is broadcast to inform the Malian population, but also to serve as an example of production for the local media. Public services, universities and research centres, civil society organisations and NGOs as well as the 85 radio and 3 television partners also benefit from the positive impact of Studio Tamani.

DRIVERS OF CHANGE

- Public information and education
- Media literacy
- Mobilising citizens and encouraging dialogue
- Giving a voice to "All the voices of Mali", especially marginalised and under-represented voices
- support for local media
- Radio as a tool for promoting peace and social cohesion

FOLLOW NEWS FROM MALI ON THE WEBSITE WWW.STUDIOTAMANI.ORG



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