CFI and UNALFA (Union Nationale de l’Audiovisuel Libre du Faso) designed this project with the aim of strengthening the role of the Burkina Faso media in the field of civil education and socially aware treatment of political information. Proposed prior to the electoral process and several months before the start of the campaign for the presidential election, it will also allow editorial staff to be better prepared for their role during the electoral period and to present subjects which better respond to the concerns of the public. “Faso Media” is primarily intended for radio – the most accessible, most widespread and most closely monitored medium during the recent events in Burkina Faso – but also supports television, the press and on-line media.

AIMS

- Help the media to offer the public general-interest programmes which reflect their concerns.
- Reinforce media-CSO cooperation on the questions of responsibility and accountability.
- Allow the citizens of Burkina Faso to reclaim the political arena.
- Contribute to the consolidation of democracy in Burkina Faso.

FOR WHOM?

Public and private local radio stations, national television and private television channels, the press, on-line media, as well as several Civil Society Organisations (CSO) in Burkina Faso.
WHEN?

February 2015 to the beginning of 2017

HOW?

- Reflecting on the role of the media in democratic life through the organisation of a seminar involving media, researchers, politicians and civil society organisations.
- Involving CSOs in each of the training programmes in order to consolidate the dynamics of media-CSO collaboration.
- Strengthening, through practical training, the editorial and journalistic skills of the media in the treatment of political information.
- Preparing the media and their editorial staff for the coverage of the elections.
- Strengthening the managerial skills at the radio stations through on-site diagnostic tasks, the elaboration of development plans and support in the implementation of the recommendations.

EXPECTED RESULTS

24 months

- Making the media sensitive to treating political information in a socially aware manner, as close as possible to the concerns of their audience and the general interest.
- Better involvement of civil society in the development and broadcasting of radio programmes, particularly through formats focussed on debate and interactivity.
- Greater dissemination of political and general-interest information by the media before, during and after the electoral period.
- Consolidation of the election coverage plan put in place by the media and strengthening of the skills of their editorial staff in covering the electoral periods.
- Strengthening of the general management and viability of the radio stations.

€1,450,000

60 actions

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 Governance” programme tackles democratic governance issues, notably by strengthening the rule of law, media plurality, the ethical conduct of public debates and the search for pluralistic and high-quality information.

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