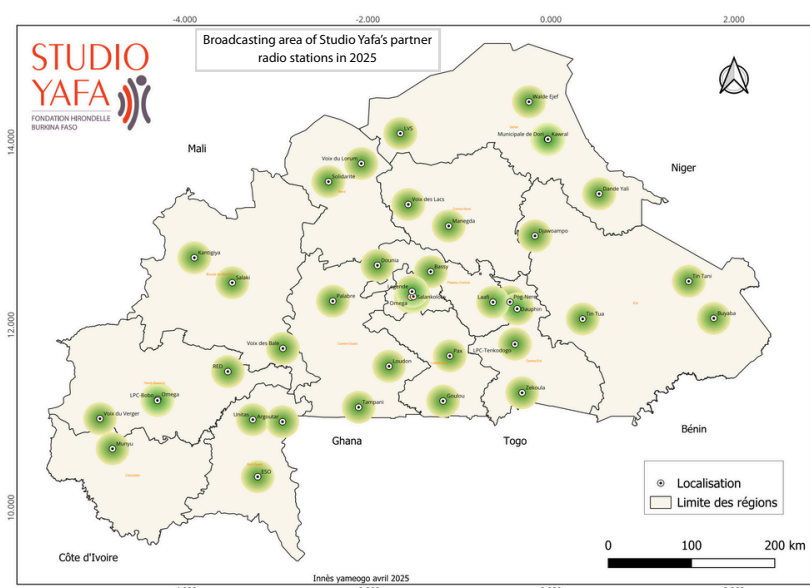


Burkina Faso

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 journalists, translators and technicians, supported by 38 correspondents from partner radio stations across the country.

Studio Yafa works in partnership with Union Nationale de l'Audiovisuel Libre du Faso (UNALFA), MOUSSO NEWS (an online media platform specializing in gender issues), FASOCHECK (an association of journalists specialized in fact-checking), Laboratoire Citoyennetés, and Institut Général Tiémoko Marc Garango pour la Gouvernance et le Développement (IGD).



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

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SOURCES OF FUNDING

- Switzerland (Project Contributions)
- Switzerland (SDC Mandate)
- Sweden (SIDA)
- Switzerland (SDC Core Contribution)
- United Kingdom (FCDO – ISF)
- Communication Partnership Contracts
- Netherlands (Ministry of Foreign Affairs)
- Däster Schild Foundation
- Czech Republic (Ministry of Foreign Affairs)
- Foundation for Aid to Children and the Third World

Key figures for 2024



38 partner radio station
+ 2 television partners



+ 5 million people reached (2024)



152'270 social media followers



160 media professionals trained



5 broadcast languages



459 hours of audio and
11 hours of video broadcast in 2024

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

Context

In 2024, the Burkina Faso transitional government increased its defence budget to expand the fight against armed groups. The economic situation worsened, with inflation rates reaching 6.3% in October. In the Reporters Without Borders World Press Freedom Index, the country's ranking fell from 58 to 86. On 6th July 2024, Burkina Faso, Mali and Niger announced that the Alliance of Sahel States would become a confederation.

Giving a voice to the vulnerable

Against this backdrop, Studio Yafa retained its central place in the daily lives of youth, women and vulnerable people, producing series of programmes including Yafa Celebrates Women, Yafa at School, Yafa in the Field, and features such as A Reminder About Dengue Fever and Measles. Studio Yafa pursued its humanitarian radio programming aimed at internally displaced people and host communities, with its journalists covering these populations' living conditions every Saturday. Working with Fondation Hironnelle's two other Sahel stations, Studio Tamani in Mali and Studio Kalangou in Niger, Studio Yafa co-produced programmes aired in 12 languages by 202 radio and 12 television stations, reaching an audience of 7 million. Lastly, two television programmes were produced: the first, in partnership with the national channel RTB, was about the promotion of young civic project leaders, and the second, in partnership with BF1 (the country's most-watched private channel), about accountability and citizens' watch initiatives.

To address the training needs of journalists and partners, Studio Yafa held a series of training sessions on topics ranging from fake news and fact-checking to techniques for speaking in public and in the media.

In October 2024, Studio Yafa received the "Journalism Trust Initiative" (JTI) certification. This international distinction, an initiative of Reporters Without Borders, certifies that Studio Yafa has been evaluated and found to comply with the requirements for producing radio, video, and multimedia news content in terms of transparency and adherence to ethical and professional journalism standards.

To ensure it reaches its target audience, several distribution channels have been set up, notably through a network of 38 partner radio stations, the publication of articles and programs on the website and social media platforms. Collective listening sessions of the productions were also organized weekly.

Our impact

Over 80% of listeners who participated in focus groups expressed their satisfaction with and trust in content produced by Studio Yafa (AGEXS Afrique study). 90% of people who took part in group listening sessions held by community stations agreed that the productions contributed to social cohesion.

Testimonial

"Thanks to Studio Yafa's programmes, we know what life is like in some remote areas."

Listener in Mangodara.

Studio Yafa will strengthen its production and broadcasting of content tailored to the needs of young people, women, as well as marginalized and displaced persons. The studio will produce reports, interactive programs, and public debates, particularly within IDP camps. These discussion spaces will enable the affected populations to express themselves, ask questions, and access reliable and contextualized information on issues that directly concern them.

By developing an integrated newsroom, Studio Yafa will rely on the correspondents and journalists from its partner media outlets present in the country's 13 regions, who will actively participate in the co-production of this content.

As part of its commitment to media literacy, Studio Yafa will raise public awareness about the responsible and critical use of online resources and social media.

A specialized unit will be established to monitor and analyze hate speech and misinformation, playing a key role in educating the public about the risks associated with disinformation.

PRIORITIES

- ▶ Strengthening media literacy initiatives
- ▶ Launch of a new programming schedule
- ▶ Agility in the implementation of the 2025–2028 strategy

ACTIVITIES

- ▶ Production of a weekly 52-minute radio program in 5 languages
- ▶ Various training sessions for journalists from partner radio stations and Studio Yafa staff

To strengthen the skills of its teams and partners, Studio Yafa will offer training in debate moderation, the presentation of segments and magazine programs, web writing, photography, cybersecurity, and information monitoring. Partner radio stations will also benefit from training on the fundamentals of journalism and the preventive maintenance of their equipment, thereby helping to improve the quality and reach of their productions.

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 39 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 current challenges (women's rights, environment, health, parenthood, climate change, migration, etc.)
- Contribution to the humanitarian response



UA journalist from Studio Yafa records a piece in the studio, in Ouagadougou. @ Olympia de Maismont / Fondation Hirondelle.

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