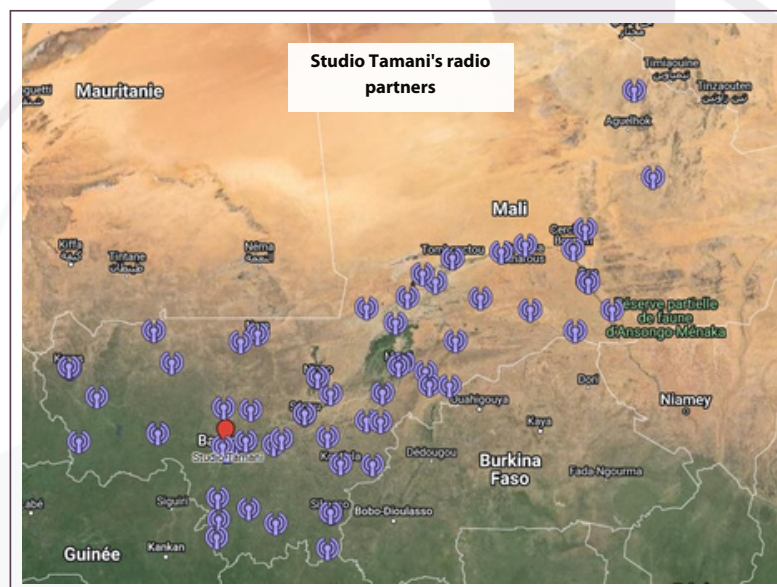


Mali

STUDIO TAMANI

Studio Tamani produces three and a half hours of daily radio programming to inform and engage All the Voices of Mali in dialogue. Since August 2013, it has been broadcasting news programmes in five languages (French, Bambara, Peulh, Tamasheq and Songhai), a major debate show, and current affairs and topical programmes.

All of the content is produced by an editorial team of 43 Malian journalists and technicians based in Bamako, and a network of 45 correspondents located throughout the country. In 2024, productions were broadcast by a network of 83 radio and 3 television partner stations across Mali, and was also accessible on the website, Studio Tamani's social media, and via a toll-free number.



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

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SOURCES of funding

- European Union
- United Kingdom (FCDO - ISF)
- Switzerland (SDC Core Contribution)
- Switzerland (Project Contribution)
- Spain (Embassy)
- Communication Partnership Contracts
- Czech Republic (Ministry of Foreign Affairs)

Our key figures for 2024



83 radio station
and 3 television
partners



3,4 million weekly
listeners



242'000 followers
on social media
540'000 website
users



175 media
professionals
trained



5 broadcast
languages



1'118 hours of
broadcasting
per year

Context

In 2024, spaces for expression in Mali continued to shrink, with political parties and associations shutting down in April at the same time as a ban was imposed on media coverage of any activity organised by these groups. The ban was lifted in July, following the national Malian dialogue held in May. The high cost of living and insecurity continued to affect people's living conditions, along with the energy crisis. Al-Qaeda claimed responsibility for attacks on the airport and military training school in Bamako which revealed the country's vulnerability to the threat posed by terrorist organisations.

Agile media able to adapt to people's information need

Against this backdrop, Studio Tamani continued to provide reliable and useful information to Malians, adapting its approach or the format of certain programs.

In 2024 the editorial team covered the national Malian dialogue in Bamako as well as cultural and economic events including the AG'NA festival in Koulikoro and FestiDibi in Bamako.

Outside the capital, Studio Tamani's remote correspondents and programmes covered the concerns of local populations. In Koulikoro, school closures created strong reactions, while in Niono, the editorial team reported on the marginalisation of women and the start of the farming season. Each month, the studio created over 300 productions in 5 languages.

Three new programmes were created in 2024. Club Tamani, a 45-minute show aired on Friday nights and rebroadcast on Sundays, covers culture, sport and media, with a news review and a media education segment that plays a vital role in countering disinformation.

A news analysis show was launched in April, and in July, programmes and reports began to be shared via WhatsApp, expanding the station's audience and facilitating interaction and feedback.

Ten training courses were organised during the year, for a total of 175 participants, on topics such as fact-checking, conflict-sensitive journalism and basic journalism techniques. In Segou, Sikasso, Mopti and Kayes, representatives from 68 of our partner radio stations received specific coaching on programming and programme schedule analysis as part of running a radio station.

Our impact

In 2024, we organized focus groups in seven localities, the results of which revealed that over 90% of listeners appreciate our programs for their reliability.

Our next audience study will be conducted in 2025.

TESTIMONIAL

«When I heard that Studio Tamani was going to record its debate programme here in Koulikoro, I was very happy. And when I received my invitation to participate in the debate on school closures, I was even happier. Because we are proud of Studio Tamani.»

Dramane Traoré, parent of students in Koulikoro, February 2024.

In 2025, Studio Tamani will complete two processes: it will reorganise its team around financially-sustainable, relevant and high-quality core programming; and it will put the finishing touches on its digital service. Formats such as podcasts and short videos, developed in 2024 to highlight our skills and increase our social-media audience, will be expanded.

In 2025, a new audience study will be conducted to measure the impact of Studio Tamani's program and to guide us in future developments. This study is particularly important to determine whether Studio Tamani continues to meet the needs of the population, and also to assess how media consumption habits have evolved in a context of widespread disinformation and significantly deteriorating conditions for media expression and journalistic work.



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

PRIORITIES

- Finalize the setup and formats of the digital newsroom

ACTIVITIES

- Revision of the programming schedule and reorganization of the team
- Development of new partnerships to diversify media and information literacy activities and increase their impact

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 83 radio and 3 television partners also benefit from the positive impact of Studio Tamani.

DRIVERS OF CHANGE

- Inform the public
- Promote media literacy
- Engage citizens and foster dialogue
- Give a voice to "All the voices of Mali," especially marginalized and underrepresented voices
- Support local media
- Promote peace and social cohesion

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





A Studio Tamani journalist films a spice stand during the Ségou Festival in February 2022.
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