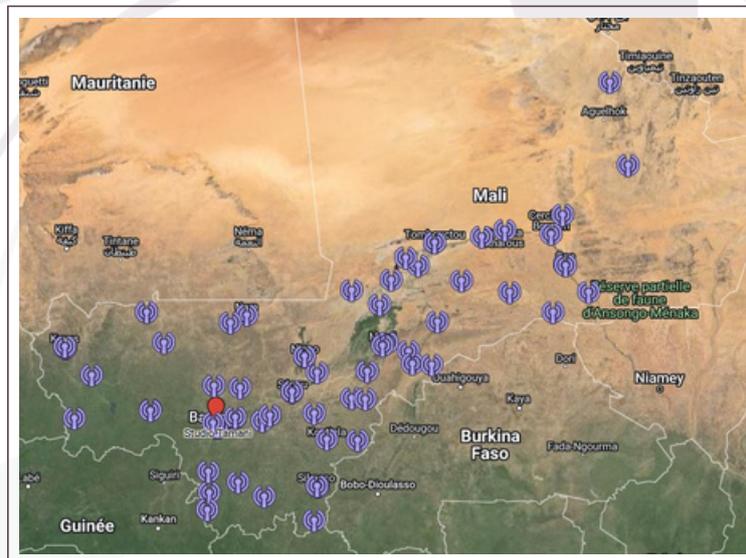


Mali

STUDIO TAMANI

Launched in 2013, Studio Tamani offers a daily radio program in five languages (French, Bambara, Fulani, Tamasheq, Sonhaï) to inform and promote dialogue among “All the voices of Mali.” In August 2025, the program was reduced from three hours to one hour per day, featuring news bulletins, multilingual current affairs and themed magazines (Club Tamani, Fabu Dirène, Echos des Régions), and a major debate program.

Since August 2025, all content has been produced by a team of 16 journalists and 4 technicians based in Bamako, Mali, as well as a network of 45 correspondents throughout the country. The broadcast network includes 46 radio stations and 1 television partner across Mali. Productions are also available on Studio Tamani's website and social media, and via a free telephone service.



Map of Studio Tamani's partner radio stations and their broadcast areas.

ANNUAL BUDGET

1'500'000 CHF

SOURCES OF FUNDING

- European Union
- United Kingdom (FCDO-ISF)
- Switzerland (Basic contribution)
- SDC)
- Switzerland (Project contributions)
- Spain (Embassy)
- Communication partnership agreements
- Czech Republic (MoFA)
- Norway

Key FIGURES 2025



83 radio stations
and 3 television
partners



3.8 million weekly
listeners



252,500 followers
on social media



74 people
trained



5 languages
of distribution



623 hours
of broadcasting



321,700
visitors to the website

Context

In 2025, activities took place against a backdrop of ongoing multiple crises in Mali, combining persistent insecurity, political instability, an energy crisis, and economic fragility. The media environment deteriorated further, with increased restrictions and regulatory pressure on the media, as well as administrative suspensions. The pre-trial detention of journalists under the cybercrime law highlighted the legal risks faced by journalists. In a tense security environment, coverage of sensitive issues increased pressure and encouraged self-censorship, while disinformation intensified, further undermining access to reliable information.

A trusted media outlet in a fragile information space

Despite these constraints, Studio Tamani has continued its mission by consolidating its role as a trusted media outlet of reference, particularly among rural audiences and young people, thanks to its production in national languages and the diversification of its distribution channels.

In response to the challenges posed by the context and declining funding in the Sahel, a restructuring program was implemented at Studio Tamani. A new schedule came into effect on August 1, reducing daily content from 3.5 hours to 1 hour. In order to maintain the connection with listeners, programs are still broadcast in five languages on a daily basis. Flagship programs such as Le Club Tamani, Fabu Dirène, and Le Grand Dialogue are being maintained, as are short magazine programs and fact-checking content, in partnership with Benbere and Tuwindi. The convergence between radio and digital media, particularly via Facebook and WhatsApp, has been a key lever for expanding the audience, especially among young people and the diaspora, in a context of proliferating misinformation.

Taking a community-based approach, the Studio organized 13 debates and special programs in several regions (Ségou, Kayes, Bla, etc.) on topics such as culture, sports, agriculture, and the environment.

In coordination with its partners in Mali, nearly 70 participants were mobilized in training sessions, including on the responsible use of social media.

OUR IMPACT

The audience survey conducted in 2025 confirms the impact of Studio Tamani: the programs reach 3.8 million listeners weekly. It also reveals an exceptional level of trust: 99% of listeners say they trust the information broadcast, and 94% find the programs useful.

TESTIMONIAL

"It's the fact-checking section 'Let's check,' which I really like. It allows you to verify information circulating on social media. When I see information circulating on social media, I wait for Studio Tamani's version. I have 100% confidence in the information produced by Studio Tamani."

A listener of Radio Mamelon in Sikasso,
July 2025.

In 2026, Studio Tamani will focus on consolidating its programming schedule around sections launched in 2025, notably “Echos des régions” (Echoes from the Regions) and its infographic version entitled “Les dessous de l’information” (Behind the News), which illustrates the work of correspondents. This section is one of the media education tools developed by the studio. Finally, Studio Tamani will complete the transformation of its digital desk by recruiting a deputy editor-in-chief for digital media.

With a reduced number of partner radio stations and growing social media penetration in Mali, Studio Tamani will continue to improve its online presence. The website will be redesigned, with better integration of audio and digital content on social media.



Une journaliste reporter pour Studio Tamani recueille l’avis des citoyen·nes sur la suspension des partis politiques au Mali dans le cadre d’un micro-trottoir. ©Harandane Dicko.

PRIORITIES

- ▶ Consolidating partnerships to expand and diversify content offerings
- ▶ Capacity building for Studio management

ACTIVITIES

- ▶ Strengthening the capabilities of the network of correspondents in the areas of fact-checking and multimedia production

BENEFICIARIES

Studio Tamani’s program is broadcast to inform the Malian population, but also to serve as an example of production for local media. Public services, universities and research centers, civil society organizations and NGOs, as well as media partners, also benefit from Studio Tamani’s positive impact.

DRIVERS OF CHANGE

- Inform the public
- Educate about the media
- Mobilize citizens and encourage dialogue
- Give a voice to “All the voices of Mali,” especially marginalized and underrepresented populations
- Support local media
- Promote peace and social cohesion

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





A reporter for Studio Tamani interviews passersby at the market as part of a video segment.
© Harandane Djicko.

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