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## *Promoting a Media for Peace Culture in Mali*

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**Final Report to National Endowment for Democracy**

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## 1. Introduction

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Search for Common Ground (SFCG) received funding from the National Endowment for Democracy (NED) to work with members of Mali's civil society and diaspora over 12 months to develop dialogue around steps forward for the West African state, following more than a year of turmoil. The project aimed to identify and support civil society institutions in carving out a long-term goal for themselves in the Malian peace process. However, the situation in Mali evolved very rapidly over 2012-2013, with a French military intervention against Islamist rebels, presidential elections, and plans for parliamentary elections. In the meantime, the social tissue was deeply impacted, particularly in the North, as the atmosphere of violence and suspicion deepened intercommunity tensions.

As a result, after consultation with NED and with other Malian actors in Bamako (traditional and formal authorities, media, civil society, and international donors), as well as the High Council for Malians in Côte d'Ivoire, SFCG decided to reorient the project strategy. NED accepted to fund a 4-month initiative with the *overall objective* to launch a culture of Media for Peace in Mali. The *specific objective* was to strengthen the capacities of radio journalists to deal with conflict sensitively and promote messages of intercommunity cohesion and tolerance.

We thus organized an in-depth training course for journalists from the troubled northern regions of Kidal, Gao, and Timbuktu, as well as from Bamako, in the Common Ground Approach to be able to research and present information in a manner that promotes peace. We also reinforced their radio production capacities and supported them to immediately apply their new skills in producing programs to be shared and broadcast among themselves.

This new strategy was based on the clear need for social pacification within Mali, in light of the degradation of the social fabric over the last 2 years, as well as on SFCG's institutional expertise in conflict-sensitive media capacity-building.

## 2. Socio-political context

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Once hailed as a model of African democracy, Mali struggles to recover from the crisis that followed the coup d'état of January 2012. At this time, Tuareg rebels took control of the northern part of the country and claimed independence for the neglected region while Islamist groups emerged and imposed Sharia law in many parts of the region. An offensive led by the Malian Army, France and the African Union started in January 2013 and allowed the signature in June 2013 of the "Agreements of Ouagadougou" paving the way for a future peace agreement. Presidential and legislative elections were successively held, mostly in peaceful conditions, to reestablish the state's authority throughout the country.

However, huge challenges continued to threaten the security conditions across the country, as evidenced by the creation and deployment in July 2013 of the United Nations Multidimensional Integrated Stabilization Mission in Mali (MINUSMA) to serve as peacekeepers. French troops have continued their efforts to secure the North of the country. A final peace agreement has failed to be reached, and the rebel groups have yet to be disarmed and dismantled. In addition, mistrust and hostility remains high between the newly elected government and the Tuareg rebels, who were supposed to collaborate on a development and autonomy plan for the northern part of the country, which has long been neglected. Recent fighting in Kidal between the national army and the Tuareg rebels demonstrate the fact that conflicting parties and international peacekeepers have failed to foster trust and peace among key stakeholders. Between May 17 and 21, approximately 50 members of the national army were killed, 48 injured and 70 captured by Tuareg rebels<sup>1</sup>.

In Mali, the administration and the army are weak and poorly considered, especially in the Northern regions. Besides, tensions between Tuaregs and other groups — who accuse Tuaregs to be supportive of the rebels — are high and revenge attacks have been noted in both northern and southern

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<sup>1</sup> Jeune Afrique, accessible at: <http://www.jeuneafrique.com/pays/mali/mali.asp>

regions, which have not eased the return of IDPs and refugees who had fled during the conflict. More than ever before, failure from the government and the rebels to work together will mean allowing the grievances to fester and potentially result in another violent secession attempt.

### 3. Project results

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The project started with a first visit of our Cote d'Ivoire country director to Mali for an assessment mission which led to the revision of the project based on the important evolution of the context. The implementing partner, the Institute for Democracy and Media Education (IDEM), was approached at that time. In January, our Program Associate for the Sahel traveled to Bamako and helped the formal start-up of the project. A first agreement was signed with IDEM detailing their role and responsibilities. A finalized partnership protocol was signed between SFCG and IDEM in February 2014. Both documents can be found in annexes. IDEM was responsible for organizing the journalism training in Bamako, and SFCG provided the trainer, Moïse TOUNKARA, from our Guinea program.

#### Common Ground Journalism training in Bamako

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SFCG pushes for a more professional and responsible press as a factor of peace and a fundamental guarantee for development. That is why we decided to hold in Bamako, with our local partner the Institute for Democracy and Media Education (IDEM)<sup>2</sup>, a training workshop to establish a culture of "Media for Peacebuilding" in Mali. From February 27th to March 3rd, 22 journalists and technicians (17 men and 5 women) of radio stations from the regions of Gao, Kidal and Timbuktu and from the district of Bamako have strengthened their capacities in using a conflict-sensitive approach and the promotion of messages for social cohesion and tolerance among different communities. The workshop was also attended by the Chief of Staff of the Malian Minister for Communications and New Technologies, and by the Secretary General of URTEL, a national network of radio stations involved in other international efforts to promote peace through radio production.

This workshop comprised 6 training modules, which had been developed by our trainer and shared with our partner, IDEM, for their input prior to the training. The methodology used comprised presentations, Q&A sessions, group work and plenary discussions. During the training modules, both theoretical and practical issues were raised. The following 5 modules were conducted:

- Ethics and deontology of journalism;
- Peace journalism;
- Rumor management;
- Production techniques: radio round-tables for peace-building;
- Production techniques: interactive magazines for peace-building;
- Production sheet management.

Each module involved a presentation by SFCG's trainer, followed by questions and discussions by the participants. They had the opportunity to share their personal experiences on the productions of round-tables and interactive programs to better understand what preparation is needed to organize these sorts of formats.

This prepared them for the working groups, where participants were divided in two groups to simulate the production of a round table and an interactive program—both based on the "common ground" approach. Two days were devoted to the actual production: the participants went out to collect the material and then were able to do the production in a Bamako studio. The participants produced 8 radio programs, including 4 roundtables on peacebuilding and reconciliation and 4 interactive programs on the importance of the participation of all actors in society, and particularly women and youth. The 4 interactive programs are respectively focused on: peacebuilding (2); national reconciliation (1); and social cohesion and national unity (1). The roundtables raise questions and generate debate on: opinion leaders'

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<sup>2</sup> Institut pour la Démocratie et l'Éducation aux Médias

role in the Malian crisis; women's role in the development of a culture of peace in Mali; culture of non-violence among youth; and social cohesion and national unity in Mali. A session of "critical listening" gathering all the participants was then facilitated to provide feedback on the 8 radio programs, more particularly on technical aspects as well as on the design of the program and the management style of the journalist facilitating the program. The programs were then broadcast by the participants' radio stations following the training. They are accessible on a shared google file here: [https://drive.google.com/folderview?id=0B5RLFFe2a\\_u9ZEt2N1c3OXc2SUE&usp=sharing](https://drive.google.com/folderview?id=0B5RLFFe2a_u9ZEt2N1c3OXc2SUE&usp=sharing)

Two panel discussions were then conducted, one focusing on an overview of the Malian press and the second assessing the quality of radio productions in Mali. The main ideas emanating from the panel discussions were the following:

- Strengths of the Malian press: diversity; existence of press associations and of a Press House; journalists' engagement in social peace and national unity; effectiveness of solidarity between media actors.
- Weaknesses of the Malian press: governmental financial support to media actors is not sufficient; journalists are unequally treated when it comes to access to information sources.
- Recommendations: strengthen URTEL; ease the process to obtain a press ID for journalists meeting the criteria; encouraging women to become journalists; insure a fair and equal treatment of all journalists; organizer regular capacity-building workshops for media actors; and guarantee a better regulation of the Malian press.

At the end of the workshop, participants went back to their radio stations bringing back the microphones and recording materials they used during the training – most radio stations in the North suffered looting during the crisis – as well as a USB-stick including all the training modules. A mailing-list was created to facilitate the networking of all participants across the country and the sharing of ideas and advice among themselves.

The analysis of pre-and post-tests is very encouraging. Indeed, all participants answered that the workshop achieved all its objectives, aligned with their personal expectations and increased their capacities. They also left the training convinced that journalists have a responsibility to promote peace and social cohesion, to tell the truth regardless of the circumstances, and to remain neutral at all times. Participants agreed that learning new formats of radio would enrich their practical experiences and will allow them to diversify the format of their radio productions.

#### **4. Challenges**

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The main challenge faced during the implementation of this project was the changing context in Mali which forced us to reorient the project's objectives and activities. However, this reorientation which was approved by the donor and welcomed by partners and local stakeholders was a success. No further challenge arise. The partnership with IDEM was a real success as they played a critical role in organizing the workshop and supporting SFCG's staff in all matters in Bamako.

#### **5. Sustainability**

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Even though the project was small in scale, we paid close attention to its sustainability in order to ensure that its impact would not fade away rapidly.

First, all participants brought back technical material to support the rebuilding of their radio stations, as well as the training modules and 8 produced programs so they can share their newly acquired skills with their colleagues. The 8 programs can serve as examples of common-ground programs they can follow in the future.

In addition to that, two of the participating radios were identified by a panel composed of our trainer, two coordinators from IDEM and the secretary general of URTEL (Union des Radios et Télévisions du Mali) in order to take part in a DRL-funded project implemented by SFCG in Niger. This project aims at addressing the lack of credible information and the propagation of rumors among Malian refugees in Niger. These two Malian radio stations (Radio ANNIA, private radio, Gao, 105.3FM; and Radio AADAR,

community radio, Meneka, 91.9FM) are to produce programs on the conditions in the refugees' areas of origin (the region of Gao) which will then be broadcast on Nigerien radio stations and through listening clubs set up in refugees camps. This will serve to counter misinformation and rumors among the refugee populations by providing them news from their areas of origin. They will also broadcast peace messages to reduce tensions among refugees and between refugees and host populations.

Finally, SFCG is now formally registered in Mali and is willing to start a country program to consolidate the progress achieved during this project. We are willing to provide long-term support to Malian journalists in order to strengthen a culture of peace in the country.

## *Annexes*

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All annexes are in French language.




- 1- Agenda of the workshop.
- 2- List of participants.



The radio programs produced as part of this project are available online through Google Drive on this URL: [https://drive.google.com/a/sfcg.org/folderview?id=0B5RLfE2a\\_u9ZEt2N1c3OXc2SUE&usp=drive\\_web](https://drive.google.com/a/sfcg.org/folderview?id=0B5RLfE2a_u9ZEt2N1c3OXc2SUE&usp=drive_web)

## ATELIER DE FORMATION AU JOURNALISME COMMON GROUND



### BAMAKO-MALI

### AGENDA DE L'ATELIER

JOUR 1 : jeudi, 27/02/2014		
HORAIRES	ACTIVITES	RESPONSABLES
08 h 30 – 09 h 00	Accueil et installation des participants 	SFCG/IDEM
09 h 00 – 10 h 00	Cérémonie d'ouverture officielle : <ul style="list-style-type: none"> <li>○ Mot de circonstance des organisateurs</li> <li>○ Discours d'Ouverture</li> </ul>	SFCG/IDEM
10 h 00 – 10 h 30	Pause café 	SFCG/IDEM
10 h 30 – 10 h 45	Présentation et adoption du programme	Participants
10 h 45 - 11 h 00	Organisation pratique de l'atelier (Choix des rapporteurs, chef du village, normes de travail...)	Participants
11h00-11h15	Attentes des participants	Participants
11 h 15 – 11 h 30	Présentation du contexte et des objectifs de la formation	SFCG/IDEM
11 h 30 – 11 h 45	Pré-test	Participants
11 h 45 – 12 h 30	<b>Sujet: Le métier de journaliste</b> <b>Module : L'éthique et la déontologie du journalisme</b>	Facilitateur
12 h 30 – 13 h 00	Echanges	Facilitateur
13 h 00 – 14 h 30	Pause Déjeuner 	SFCG/IDEM
14 h 30 – 15 h 30	<b>Panel: État des lieux de la presse au Mali</b>	Facilitateur
15 h 30 – 16 h 30	Session plénière <b>Évaluation journalière</b>	Facilitateur
16 h 30 – 17h 00	Réunion technique entre facilitateur et organisateurs (bilan de la journée)	Facilitateur
JOUR 2 : vendredi, 28/02/2014		
HORAIRES	ACTIVITES	RESPONSABLES
09 h 00 – 09 h 30	Présentation et adoption du Rapport du jour 1	Participants
09 h 30 – 11 h	<b>Sujet : Le journalisme et la cohésion sociale</b> <b>Module : Le journalisme de paix</b>	Facilitateur

11 h – 11 h 15	Pause café 	SFCG/IDEM
11 h 15 – 12 h 30	Sujet : Le journalisme et la cohésion sociale Module: La gestion des rumeurs	Facilitateur
12 h 30 – 14h 30	Pause Déjeuner 	SFCG/IDEM
14 h 30 – 15h 30	Echanges sur Le journalisme et la cohésion sociale Module: La gestion des rumeurs	Facilitateur
15 h 30 -17 h 00	Sujet: Emissions radiophoniques et consolidation de la paix Module: Techniques de productions des tables rondes radiophoniques pour la consolidation de la paix - Évaluation journalière	Facilitateur
17 h 00 -17h 30	Réunion technique entre facilitateur et organisateurs (bilan de la journée)	Facilitateur



### JOUR 3: Samedi, 1er/03/2014

HORAIRES	ACTIVITES	RESPONSABLES
09 h 00 – 09 h 30	Présentation et adoption du Rapport du jour 2	Participants
09 h 30 – 11 h	Sujet: Emissions radiophoniques et consolidation de la paix Module: Techniques de réalisation des émissions interactives radiophoniques pour la consolidation de la paix	Facilitateur
11 h – 11 h 15	Pause café 	SFCG/IDEM
11 h 15 – 12 h 15	Sujet: Emissions radiophoniques et consolidation de la paix Module: Gestion de la fiche conductrice de production	Facilitateur
12h15-13h30	Panel: Etat des lieux des productions radiophoniques locales (forces/faiblesses) - Évaluation journalière	Facilitateur
13 h 30 – 14h 30	Pause Déjeuner 	SFCG/IDEM
14 h 30 - 17 h 00	Constitution des groupes de productions et orientations & Sortie de terrain et travail en studio	Facilitateur Chefs de groupe

### JOUR 4: Dimanche, 2/03/2014

HORAIRES	ACTIVITES	RESPONSABLES
09 h 30 – 17 h	Sortie de terrain et travail en studio	Participants
	Montage des productions au studio	Participants
17 h 00 -17h 30	Réunion technique entre facilitateur et organisateurs (bilan de la journée)	Facilitateur

**JOUR 5 : lundi, 03/03/2014**

HORAIRES	ACTIVITES	RESPONSABLES
09 h 00 – 09 h 30	Présentation et adoption du Rapport du jour 4	Participants
09 h 30 – 11 h 00	Ecoute critique des productions	Facilitateur
11 h 00 – 10 h 30	Pause café 	SFCG/IDEM
10 h 30 – 13 h 00	Ecoute critique des productions	Facilitateur
13 h 00 – 14h 30	Pause Déjeuner 	SFCG/IDEM
14 h 30 – 16h 00	Ecoute critique et validation des productions	Participants
16 h 00 -16 h 15	Post-test	Participants
16 h 15 -16h 30	Evaluation finale de l'atelier	Facilitateur
16 h 30 -17h 00	Cérémonie de clôture de l'atelier	SFCG/IDEM

## ATELIER DE FORMATION AU JOURNALISME COMMON GROUND

### BAMAKO-MALI

#### LISTE DES PARTICIPANTS

No	Prénoms et Nom	Structure	Contacts	Email
1	Baba DIARRA	Radio Bamakan/Bamako	76.12.8104/66.79.13.82	<a href="mailto:babinadiarra@yahoo.fr">babinadiarra@yahoo.fr</a>
2	Marie-Thérèse GUILAVOGUI	Radio Guintan/Bamako	76.48.14.38	<a href="mailto:Marieguintan@yahoo.fr">Marieguintan@yahoo.fr</a>
3	Koumba TRAORE	Radio Oxygène/Bamako	73.05.56.76	<a href="mailto:Traore.koumba@yahoo.fr">Traore.koumba@yahoo.fr</a>
4	Almou A. DICKO	La Voix du Gourma/Gossi	75.35.57.94	<a href="mailto:Almoudicko07@gmail.com">Almoudicko07@gmail.com</a>
5	Kadia BASSOUM	Radio Tabale/Bamako	74.55.59.90	<a href="mailto:kadiabassoum@yahoo.com">kadiabassoum@yahoo.com</a>
6	Santao CISSE	Radio communautaire/Bourem	73.13.71.37	<a href="mailto:santaocisse@gmail.com">santaocisse@gmail.com</a>
7	Mamadou DIAKITE	Radio Alfaïda/Anefis/Kidal	73.47.92.26	<a href="mailto:diakitemamadou25@gmail.com">diakitemamadou25@gmail.com</a>
8	Boubacar TOURE	Radio Aadar Koïma/Gao	76.05.24.57	<a href="mailto:Tourebouba5@yahoo.fr">Tourebouba5@yahoo.fr</a>
9	Seydou SYLLA	Radio Benkan/Bamako	76.03.84.32	<a href="mailto:maraka_fama@yahoo.fr">maraka_fama@yahoo.fr</a>
10	Abdoul Karim Med Cissé	Radio Lafia/Tombouctou	75.08.86.71	<a href="mailto:Kcis83@yahoo.fr">Kcis83@yahoo.fr</a>
11	Almouzer A. YATTARA	Radio Jamana/Tombouctou	76.22.36.46	<a href="mailto:eyattara@yahoo.fr">eyattara@yahoo.fr</a>
12	Abdoulaye TRAORE	Radio Bouctou/Tombouctou	76.03.58.02	<a href="mailto:adiantraore@yahoo.fr">adiantraore@yahoo.fr</a>
13	Hassana KANAMBAYE	Radio Fréquence 3/Bamako	76.31.15.82	<a href="mailto:hkanambaye@yahoo.fr">hkanambaye@yahoo.fr</a>
14	Kader TOURE	Radio Annia/Gao	76.05.24.35	<a href="mailto:djibitourekt@yahoo.fr">djibitourekt@yahoo.fr</a>
15	Alassane CISSE	Radio Jimba-Bodo/Goundan	73.09.40.62	<a href="mailto:Alassanecisse42@yahoo.fr">Alassanecisse42@yahoo.fr</a>
16	Issa Idrissa MAIGA	Radio Hanna/Gao	76.05.18.37	<a href="mailto:Issamaiaga98@yahoo.com">Issamaiaga98@yahoo.com</a>
17	Ibrahim SADOU	Radio Soni/Ansongo	75.81.05.37	<a href="mailto:maigajams@gmail.com">maigajams@gmail.com</a>
18	Wouria KOUROUMA	Radio Jekafo/Bamako	79.31.43.72	<a href="mailto:krmwouria@yahoo.fr">krmwouria@yahoo.fr</a>
19	Mariam KONE	Radio Renouveau FM/Bamako	77.79.80.07	<a href="mailto:Mariamix1@live.fr">Mariamix1@live.fr</a>
20	Assikadaye Ag WAERZAGANE	Radio Tisdass/Kidal	76.08.22.97	<a href="mailto:ossikadeyeag@yahoo.fr">ossikadeyeag@yahoo.fr</a>
21	Abdoulaye B. COULIBALY	Radio La Voix des Jeunes/Bamako	76.01.12.19	<a href="mailto:Abdoulayeb2@yahoo.fr">Abdoulayeb2@yahoo.fr</a>
22	Mohamed Ag ISSAFEYTANE	Radio Aadar/Menaka	76.31.13.82	<a href="mailto:agissafeytane@yahoo.fr">agissafeytane@yahoo.fr</a>