

Investing in Africa's youth

SIFAKA

"Paving the way for peace through youth's voice"



STUDIO
SIFAKA
FED'NY TANORA MAROLOKO



- A joint project implemented by UNDP, UNICEF and OHCHR
- Funded by UNPBF through GYPI 2018
- In partnership with Fondation Hironnelle, based on the experience of Radio OKAPI in the DRC



- **IF** young men and women, have **better access to quality, credible information** that will increase their capacity for analysis and discernment, as well as **a space to make their voices heard**;
- **IF** the Malagasy media sector is strengthened in its **ability to broadcast unbiased, neutral and professional content**, and provides **a framework for dialogue** between different socio-professional, gender and intergenerational strata through quality radio programs that address the concerns of local populations, particularly the most vulnerable young people;
- **THEN**, young people will be able to play a greater part in **the peaceful resolution of conflicts and in the democratic and development process**,
- And the media sector will help to **rebuild the social network, reduce marginalization and promote peaceful coexistence**, not least by giving young people a better place.

Project
theory of
change



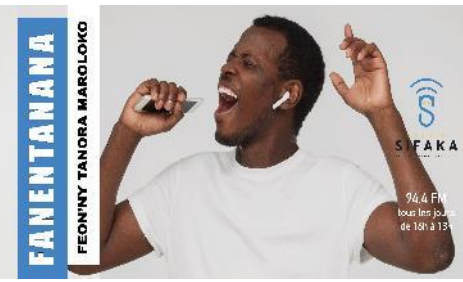
A radio program for young people
"Feon'ny Tanora Maroloko"

A team of 17 journalists and presenters

18 regional correspondents

Studio Sifaka's FAN'S CLUB, for feedback

NGO status in July 2021



Products

THEMES :

- Good Governance
- Anti-corruption, Social accountability
- Participation of young people in public and political life
- Gender equality
- Health
- Environment
- Culture
- Topics related to humanitarian action



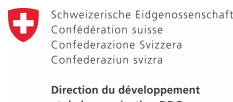
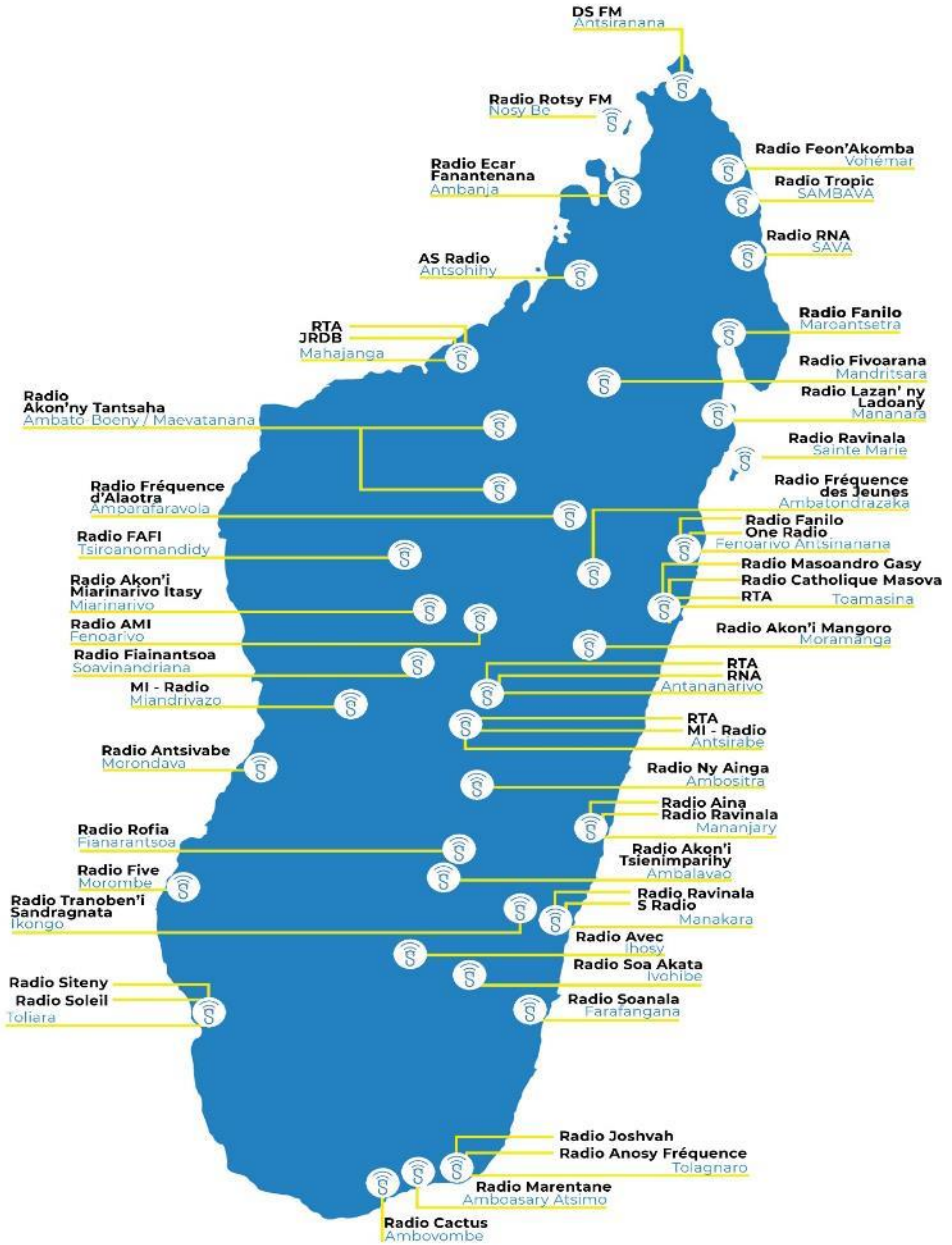


“ Ecoutez-nous sur nos 50 radios partenaires”

Broadcast
on 50
partner
radio
stations

Coverage:
23 regions
80 districts

Populations
reached:
16 818 874
(63%)





Studio Sifaka

@StudioSifaka · Haino aman-jery

Mandefasa Hafatra

Fandraisana Momba Sary Horonantsary More

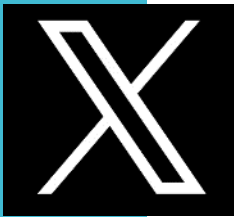
Tiana

Q

...

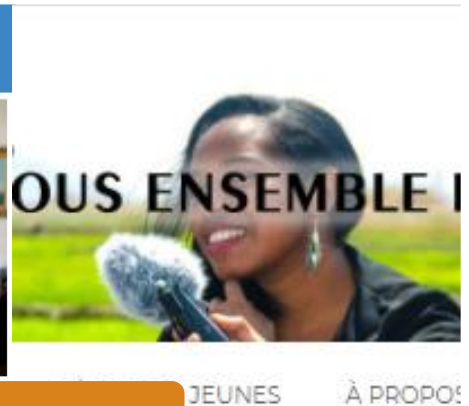
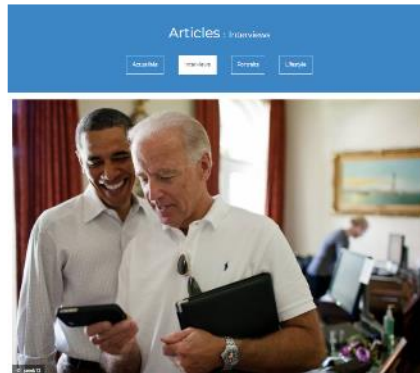


Followers: 89.821



Followers: 967

WEBSITE: www.studiosifaka.org



Followers: 15,413



➔ Platform 321

Listeners VIAMO: 1.209.603



Recent capacity building activities

14 journalists and trainees,
03 correspondents and 5 freelancers
trained on the subject:
"Corruption and media coverage

MANDA



Aza manaike

PROJET D'APPUI À LA LUTTE CONTRE LES VIOLENCES
SEXUEL ENVERS LES FEMMES JOURNALISTES

15 journalists and editors
trained on the subject:
"Media coverage of elections
and the conduct of debate »

40 women journalists from 15
regions

trained in political debate
techniques and public speaking
as part of the MANDA project

Humanitarian journalism training

15 journalists and editors
trained on the subject:
"Media coverage of elections
and the conduct of debate »





Prospects

- **Application for a radio operating license** for the capital Antananarivo (and extension to two other regions)
- **Increasing the number of partner radio stations:** in districts where there is no community radio station, through the National Radio antenna.
- **Staff stability: permanent contracts**
- **Construction of a building for the NGO Studio Sifaka**
- **Operationalization of the iVERIFY system** (fight against misinformation)

