

Radio Salaki, Burkina Faso



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| Situated in | Dédougou, Burkina Faso |
| Transmitter power | 1000 W |
| Range | Radius 100 km |
| Potential listenership | 1 500 000 |
| Audience | 900 000 |
| Transmission hours | From 5:30 am till midnight |
| Staff | Total 21; 11 producers/presenters/journalists 7 Technicians; 4 Administration, 3 Marketing; 3 Management |
| Volunteers : | 0 |
| Licenceholder | CEMECA / Association Salaki |

Mission / Vision / Objectives

Radio Salaki wants to contribute to awakening consciousness, especially among the rural population, promoting and backing behavioural changes, and community development initiatives at grassroots level. Programming covers issues like children rights, women's issues, agriculture and farming, food security and health. The station name « Saa la ki » (rain makes millet) is very present in listeners' daily life.

Community specification

Primarily, Radio Salaki targets the rural population, made up of storekeepers, craftsmen, farmers and livestock breeders, belonging to diverse ethnic groups: Bwaba, San, Dafing, Mossi, Fulani and Nouni. The radio station addresses each ethnic group in its own dialect; nevertheless the languages most used in the programmes of the station are Dioula (predominant), Mooré and French.

Programming

Due to the community's ethnic diversity, 90% of the programmes are produced in local languages: Dioula 35%, Mooré 30%, Bwamu 10%, San et Nouni 5%, Fulfuldé 5%, and only 10% in French. Radio Salaki produces three daily news programmes in French, and two in local languages such as Dioula, Bwamu and Mooré. In addition three news spots are broadcasted in the morning from Monday to Friday in Dioula, Mooré and Bwamu. On Sunday, the newscast at noon is a summary of local news

of the week. Most of thematic programmes are aired in Dioula. An interactive phone-in programme about local news is broadcasted every Saturday from 11 am till noon: listeners are asked to debate and express their opinions about local events.

Radio Salaki allows listeners to share their views on the station's schedule through a programme called « Salaki j'écoute » which is broadcasted once a week. During the week, there are four hours of live programmes when paid-up members of listeners' groups are greeted by the radio and allowed to greet each other. Live programmes on radio are also highlighted. During transmission, a staff member in charge of listeners' groups will often call in during a visit to the villages, giving listeners the floor.

Governance / Management

Radio Salaki is owned by the Association Salaki. The General Assembly of the association is formed by members representing more than 150 villages in the region.

In each village, there are three types of Salaki members:

- The community communicators or local Association Salaki support group: they are part of the implementation of activities for behaviour changes and development of the community.
- The "faithful listeners of Radio Salaki" (in French "les Fidèles Auditeurs de Radio Salaki" - FAURS): they are the supporters and fans of the station, and promote the programmes and the station in their respective village.
- Women of Salaki: they run activities for promotion and development of women's conditions.

In the villages, these three entities form a single coordinating board, which ensures that each group keeps its own role: the local Association Salaki support groups for social change and development at grassroots level, FAURS for the radio, and Salaki Women for all issues concerning women's issues and concerns.

Media Environment

The region called "Boucle du Mouhoun " has fifteen private radio stations, including Radio Salaki. In Dédougou, capital of the region, Radio Salaki cohabits with an Islamic station (Radio Ahmadiya), a Catholic station (Radio Fréquence Espoir), and a commercial radio (Radio Bankuy). As yet, there is no private television. The public (state-owned) radio station and television broadcast from Dédougou, and wish to soon open a regional branch. For now, public media are just relaying programmes produced in the capital (Ouagadougou). Major daily newspapers like "Sydwaya", "L'Observateur Paalga" and "Le Pays" employ local correspondents.

Two audience surveys, one commissioned by UNICEF in 2010 and a second by the High Communication Council in 2013, ranks Radio Salaki the most popular radio station in the region (about 75% of the audience).

Income Generation

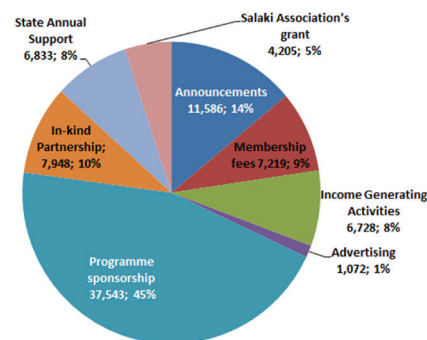
Radio Salaki is located in a rural area. However, the station succeeds in covering about 90% of expenses through a suitable marketing strategy. In 2013, expenses amounted to CFAF 41,039,000 (about USD 83,000). Through its operation, the station has been able to raise a total of CFAF 39,539,000 (about USD 80,000). The Association Salaki covered the deficit (CFAF 2,000,000 or USD 4,000).

Radio campaigns are the main source of income. A coverage radius of about 100 km, and its audience popularity (900,000 listeners / 75% of population), make Radio Salaki attractive for NGOs and other development organisations for cooperations in the planning, production and broadcasting of radio campaigns.

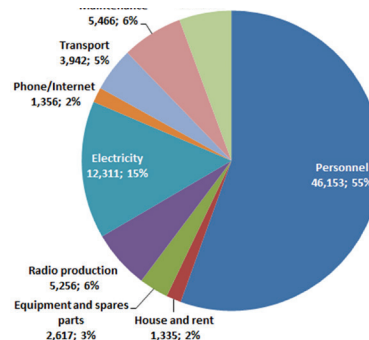
Commercial advertising is quite low, although some companies do approach the station to advertise products and services. The marketing department works hard to mobilize advertisers, but, in a rural area, it is difficult. The population and listeners broadcast notices and announcements, but competition with the other radios stations is fierce.

To mobilize and promote community participation, a full-time member of staff is designated to enhance relations with listeners. In most of the villages covered by Radio Salaki, there is a local Salaki support group called the “faithful listeners of Radio Salaki” – FAURS. Each of these groups has set up a board formed of a chairperson, treasurer, secretary, marketing officer and a community journalist. The marketing officer is responsible for collecting communiqués and announcements to be broadcast by the station. The local FAURS group receives 5% discount of the collected money. The Radio Salaki staff member in charge of mobilizing FAURS groups undertakes regular visits to the villages in order to keep them dynamic. This monitoring is essential for keeping the FAURS groups active. During his visits,

MONTHLY INCOME (US-\$)



MONTHLY EXPENDITURES (US-\$)



Full-time member of staff for community relations

the agent also collects the news, announcements, etc., and money accumulated by the local marketing officer. Each FAURS member is asked to keep their membership card updated. The monthly membership fee is CFAF 500 (USD 1) and allows dedications during special programmes for listeners. When a new FAURS group is launched, the first revenue from membership fees is shared equally between the new FAURS group and the station. The team member in charge of the listeners' mobilization usually conducts three visits every week and, on average, he is able to collect about CFAF 30,000 (USD 60) per village. A 60-minute programme dedicated to sharing experience and greetings between the FAURS groups is aired once a week.

Community participation and income generation is also enhanced through village festivities. A sound system (public address system) with operator is regularly hired by listeners' groups for such events, and in particular for a "djandjoba" (a prestigious dance for women). The FAURS and the village are charged about CFAF 60,000 (USD 120) for one event. This income source raises at least CFAF 120,000 (USD 240) per month for the station.

Annual State Support Funds

Annual State Support Funds. In Burkina Faso, a Public Annual Fund is shared among all media according to pre-defined criteria. To benefit from this fund, each media is required to submit an application, demonstrating that all criteria are fulfilled, such as programme output, adherence to legislation, payment of taxes (including copyrights), and overhead costs.

The accounts of Radio Salaki are separate from those of the Association Salaki. As said above, in case of a deficit, the association covers the discrepancy, but on condition that a deficit does not exceed 5-10% of the overall budget of the station.

Report:
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