Global Giving project: Spread anti-FGM message through the media in Mali

Budget:

Airing 10 music videos on Malian TV at $90/showing………………………………...$900

Airing the trailer to “In the Name of Your Daughter" 5 times at $365 each……….$1,825

Making contracts with 3 radio stations to play anti-FGM songs 24 times ($5/song).$360

Airing a video of legislators speaking out against FGM, 15-min version, 2 times...$1,600

Airing a video of legislators speaking out against FGM, 30-min version…………..$1,600

3 anti-FGM billboards at $360 each (terrorized girl drawing, which we made)…..…1.080

**Total……………………………………………………………………………………….$7,365**

You can see the music videos and the bill board on our website StopExcision.net.

You can see the trailer to the film at: <https://www.youtube.com/watch?v=xt3XdU0Fddo>. (We are showing a French version of the trailer, that we made.) We want to show this trailer about progress in Tanzania to inspire Malians about what is possible, once a law against FGM is in place. The Malian government is taking its time about enacting a law and is one of the last countries that practice FGM not to have a law.

You can buy a CD of the album “Stop Excision” which we produced in 2000 and which is still played regularly on Malian radio stations. Send a request to SusanBMcL@gmail.com or buy it on the website StopExcision.net. You can hear many of songs on it by watching the music videos on the website.

The videos of the legislators speaking against FGM were made last year, when members of the National Assembly, who are on our side, did speaking tours to convince their constituents to stop cutting their daughters. These are well-known, respected members of the Assembly and we are eager to share their words with a TV audience of 4 million Malians.

We are convinced that putting these messages out on the airwaves and into the public spaces will help change minds against FGM in Mali.

We hope you will help us.