



WORLD RADIO DAY

13 FEBRUARY 2018



Celebrating Radio & Sports For Peace
and Uniting Communities



World Radio Day 2018 Celebrations

13th February 2018

Mtaani Radio, Kivuli Centre, Riruta Satellite, Nairobi



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Design and layout - Amos Ochieng





The World Radio Day was proclaimed by UNESCO in 2011 to celebrate radio broadcast, improve international cooperation among radio broadcasters and encourage decision-makers to create and provide access to information through radio, including community radios.

BACKGROUND AND CONTEXT

The seventh edition of World Radio Day will be held on 13 February 2018 under the theme: Radio and Sports. 13 February is a date proclaimed by UNESCO to celebrate radio broadcast, improve international cooperation among radio broadcasters and encourage decision-makers to create and provide access to information through radio, including community radios. It's an occasion to draw attention to the unique value of radio, which remains the medium to reach the widest audience and is currently taking up new technological forms and devices.

The theme for the 2018 edition of World Radio Day is premised on the ability of radio and sports to unite the hearts and minds of people everywhere. All radio stations around the world are called upon to showcase the beauty of

sports in all of its diversity. This will include the traditional sports that connect us to our cultural heritage, the grassroots sports that anchor within our communities, and the inspiring stories that challenge gender stereotypes and covers, equally, both men's and women's sports events.

UNESCO encourages all countries to celebrate this day by undertaking activities with diverse partners, such as national, regional and international broadcasting associations and organizations, non-governmental organizations, media organizations, outlets as well as the public at large.



WRD CELEBRATIONS IN KENYA

The World Radio Day 2018 commemorations in Kenya was organised by Kenya Community Media Network (KCOMNET) in partnership with 23 community radio stations from across in the country.

In Kenya, in marking the day, the event brought together community radios across the country and the radio presenters had time to discuss the use of radio and sports as a powerful tool to enhance peaceful co-existence among communities. These discussions were perfectly in line with this year’s WRD theme of ‘Radio and Sports’.

To further customise the theme for the local context the delegates celebrated the day under the theme ‘Radio and Sports for peace and development’.

The commemorations, held at Kivuli Centre; the premises of Mtaani Radio, one of the community radio stations based in Riruta, Nairobi County were attended by over 100 participants including local community members, local leadership, community radio journalists and representatives from KCOMNET, KNATCOM and UNESCO Regional Office for Eastern Africa.

In unprecedented path, Radio Mtaani broadcast live the discussions held at Kivuli Centre, the meeting venue, where participants discussed the place of community radio and sports in cultivating peaceful coexistence. Participants unanimously agreed that radio can be a positive and powerful catalyst for peace building among the communities.

A panel discussion involving local leaders, former players, coaches of various sports disciplines both male and female, radio presents and representatives from various support groups underscored the importance of radio in its unique qualities as a powerful means to transmit the enthusiasm of sport events. Radio is also a means to convey the values of fair play, teamwork and equality in sport.

The initiative was supported by Germany’s CPS/GIZ and Kenya National Commission for UNESCO among others.



PANEL DISCUSSION - THE PLACE OF RADIO AND SPORTS IN PEACEBUILDING



Lydiah Gachungi

During the panel discussion, Lydiah Gachungi (pictured), the UNESCO regional communications officer explained in details the link between radio and sports for peacebuilding and development work. She stated that radio is a powerful platform that provides information to millions of people globally. It provides a platform for dialogue, peacebuilding and development through its power to break ethnic, cultural and social class barriers.

She emphasised the power of radio in conveying messages “home” in order to transform conflicts and differences among communities through sports and dialogue programmes aired on radio.

Lydia explained that sports can be used to foster solidarity, social inclusion and development among politicians, religious leaders and the youth by organising sports tournaments where they can all play and advertise such sports activities.

In addition, Lydia stated that the values that sports bring are invaluable and if well utilised they can promote peaceful co-existence and development that we all yearn for. Therefore, promoting sports via radio for peacebuilding is essential because when sports is promoted, values such as team work, fairness, discipline, respect for the opponent and rules of the game are promoted. If these values are translated and inculcated in community day by day, there will be peace in the society. This point was concurred by Sheila a project officer for Umoja Radio for Peace in KCOMNET.



Anthony Ngare, Kenya National Commission for UNESCO (KNATCOM)

Radio is a favourable communication tool because people can listen as they carry on with other activities and it reaches them wherever they are. This has enabled Kenyans to know more about various sports.

Sports and radio are also powerful vessels that foster cooperation between and among countries and build social and economic ties to complement dialogue and mediation efforts among communities.

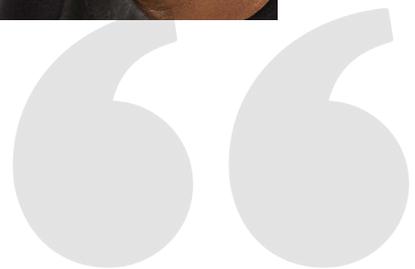
Lydia Wangoma, Radio Presenter, Bulala FM

Our station, Bulala FM uses boat-racing as a channel to promote peace, good neighbourliness and harmony in Port Victoria between Kenyans and Ugandans living near the border.



Victor Juma, Radio Presenter, Bus Radio

Sports have been used in Ongata Rongai to foster peace between youth in slums and police officers serving the area.



Wayne Tiampati, Tegla Loroupe Foundation

Athletics has been a powerful tool for uniting people and preventing raiding that often leads to violent conflict in North Eastern Kenya.



Alfred Kibunja, Team Building Consultant, Carlene Consult

Sports brings people together and enhances unity. Radio puts together those who are in the sports field and listeners in the same line Sports and peace go hand in hand.



Everlyne Omwae, Head of Sports, PC Kinyanjui College

I discovered my talent in football at a young age, if you are talented in sports utilise your talent sports unite people.



Ken Murimi, Coach, Kivuli Kung Fu Club

Kung fu is not about violence but it is rather about self-discipline, self-defense and self-control and these are key values in promoting unity.



Sheila Ngatia, KCOMNET

Sports contributes to unity and helps communities to focus on team work rather than negative ethnicity. Parents should let their children especially girls who are talented in sports to utilise their talents.





SIGNIFICANCE OF RADIO AND SPORTS FOR PEACE

Radio is the simplest and cheapest means of communication and information. It is within the reach of everyone - whether rich or poor, big or small, child, youth or old at very little cost. Radio plays an vital role in cases of emergency , war , flood , earthquake , disaster and spreading diseases and virus.

Radio is the voice of people, by the people and for the people. Radio provides for an engaging and collective learning environment that can reach large numbers with a single broadcast at low cost. Among the poor in particular, radio listenership is cheap and dominant, and has been enhanced by many radio receivers in rural homes and public transport as well as on mobile phones. Misuse of this amazing tool of connecting, grassroots mobilization, information and communication would be dangerous for the present and coming generations.

The practice of sport is a recognized instrument for promoting peace, as it disregards both



geographical borders and social classes. It also plays a significant role as a promoter of social integration and social development in different geographical, cultural and political contexts. Sport is a powerful tool to strengthen social ties and networks, and to promote ideals of peace, fraternity, solidarity, non-violence, tolerance and justice. Tackling problems in post conflict situations can be eased as sport has the ability to bring people together.

Through greater engagement of radio and sports for peace in the uniting of communities, the universal values of non-violence, solidarity and tolerance are recognized and celebrated.

SOCIAL MEDIA ENGAGEMENT

Impact and impression under the tag #WorldRadioDayKe

The group consisting of twelve influencers led by head content creator from PixelsKenya systematically shared with the social media audience a variety of content about the World Radio Day celebrations on 13th February at Kivuli Centre.



We first appeared on the Kenyan Trend maps at number two at 0925hrs.

By 1004hrs all through to 1323hrs we were trending countrywide at number one as twitter analytics Trendnalia Kenya recorded.



141
PARTICIPANTS

1,391
TWEETS

47,242,906
IMPRESSIONS

Sauti ya Kajiado @BusRadioKajiado · Feb 14

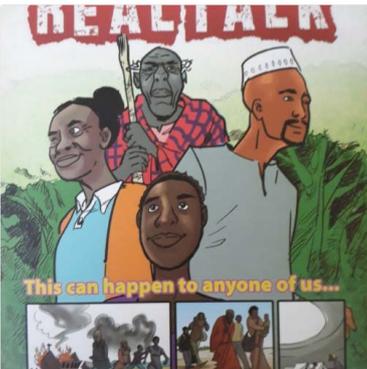
@BusRadioKajiado Director Victor Juma shared his thoughts on how radio and sports can promote PEACE 4 DEVELOPMENT in Kenya. #WorldRadioDayKE



1 7 1

MARIGIRI @DMarigiri · Feb 14

#WorldRadioDayKE Radio reaches the widest audience in the world! In these era of dramatic advances in communications, radio retains its power to entertain, educate, inform and inspire. It can unite and empower communities and give voice to the marginalized.



2 9 18

You Retweeted

JAMLICK KYALLO @Jamlick · Feb 13

Radio gives people who are not economically enabled space to grow by granting them exposure to tap into their talents #WorldRadioDayKE



4 3

You Retweeted

CA @CA_Kenya · Feb 13

Today CA joins the world to celebrate the power of Radio as we mark the 7th edition of World Radio Day whose theme is Radio and Sport. According to statistics by @UNESCO 24% of fans are accessing sports content on radio on a daily basis. cc@MediaCouncilK #WorldRadioDayKE



2 22 15

You Retweeted

KCOMNET @kcomnet · Feb 13

Let us mobilize to make radio an increasingly independent and pluralistic media. Today we have joined forces to celebrate the potential of community radios in furthering development and peace. #WorldRadioDayKE #WorldRadioDay2018 #WorldRadioDay



27 14

You Retweeted

Wajir Community Radio @COOKABULSHADA · Feb 13

We are celebrating #WorldRadioDayKE with other community radios at Mtaani radio in Nbi under Kcomnet



19 15

You Retweeted

RubenFM @rubenfm999 · Feb 13

As a community radio station, we celebrate the impact we have made in Mukuru Community. We appreciate the contribution of the community members towards making Ruben Fm Great! @MediaCouncilK @kcomnet #WorldRadioDay

1 1 7

You Retweeted

Otieno Okande @OtienoOkande · Feb 14

"Empowerment of Women through Media and in Media houses requires concerted efforts from all stakeholders, to achieve the required gender parity in the industry." Ms Regine Akalikumutima, Legal Rep from Women in Media Platform, Rwanda @UnescoEast @Sida @j_dutoit

1 4 5

You Retweeted

Knatcom for UNESCO @NatcomUnescoKe · Feb 13

Round table discussion on sports & peace building live on Radio Mtaania community radio station in Dagoretti Constituency in Nairobi. Radio provides a platform for peace and development. Tony Ngari representing KNATCOM #WorldRadioDayKE



19 14

fridah okachi and 2 others Retweeted

Tebby Otieno @otieno_tebby · Feb 15

TEBBY OTIENO: WE NEED MORE GIRLS IN SPORTS REPORTING
By Tebby Ot... tebby254.blogspot.com/2018/02/we-nee... @Fridahvihenda @kamadiamata @MtaaniRadio @norbertaluku #worldradiodayKE #worldradioday

1 4 3

You Retweeted

Michael Schweres @45presse · Feb 13

#WorldRadioDayKE #WorldRadioDay2018 Celebrating journalism and information. Basic condition for Peace and Development. Radio builds bridges



14 12

You Retweeted

felix asoha @felix_asoha · Feb 13

According to @UNESCO, 24% of fans are accessing sports content on radio on a daily basis. #WorldRadioDayKE

3

#IntellectualSaviour @_LORDROY · Feb 13

We appreciate @UNESCO @NatcomUnescoKe and @kcomnet for organizing #WorldRadioDayKE

1

mtaani radio Retweeted

kelvin nyangweso @KelvinNyangweso · Feb 13

Radio is power hongera community radios #WorldRadioDayKE

2

WRD2018



Arrival and registration of participants at Kivuli Centre.



Chief Richard Kikui of Kaberia Ward was in attendance.



Micheal Schweres, Peacebuilding Advisor, GIZ/Civil Peace Service Kenya & Umoja Radio for Peace Project coordinator.



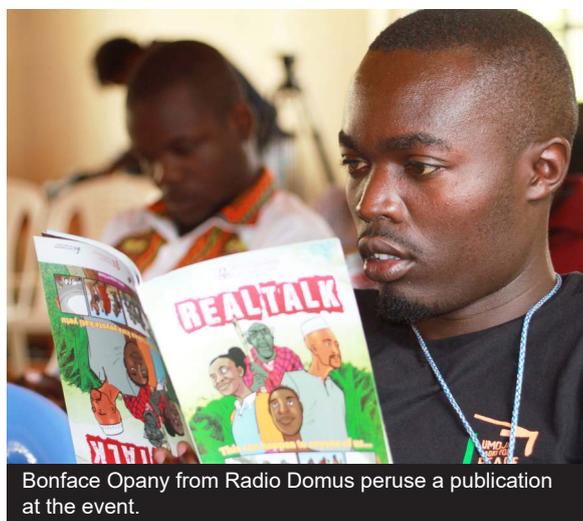
Gitura Mwaura (EACOMNET) & John Bosco Mayiga (UNESCO) consulting at the event.



Wanjiru Kangára (KNATCOM).



Caro Herzig (CPS).



Bonface Opany from Radio Domus peruse a publication at the event.



Participants engage in teambuilding session during the simple solution game.



Participants in a teamwork game.



Eyes on the ball: a bottle balancing game during the team building session to enhance teamwork.



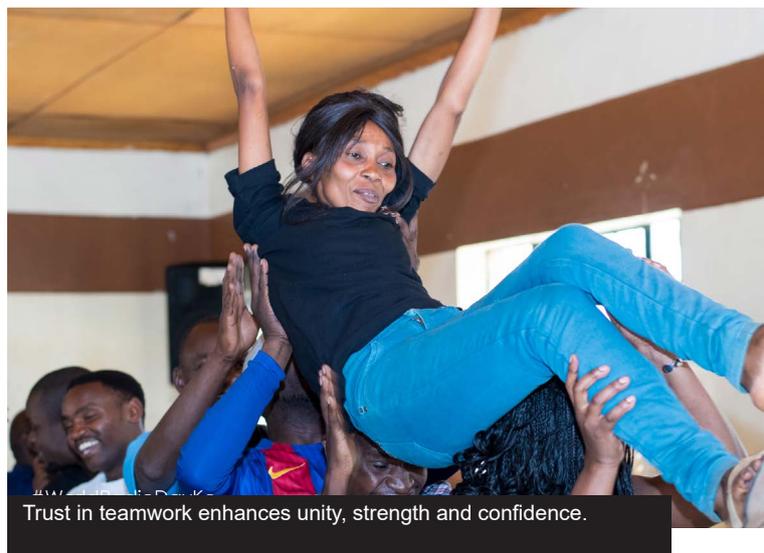
Puzzled! Participants trying to untangle themselves in a simple solutions game.



Yamumo Stella (Mtaani FM) interviewing George Mwamodo from Mwanedu FM.



Am happy because I laugh, I laugh because I am happy.



Trust in teamwork enhances unity, strength and confidence.

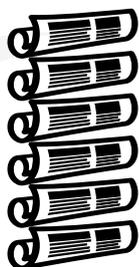


People in the news

In 2015, only 21% of people represented in radio news were women.



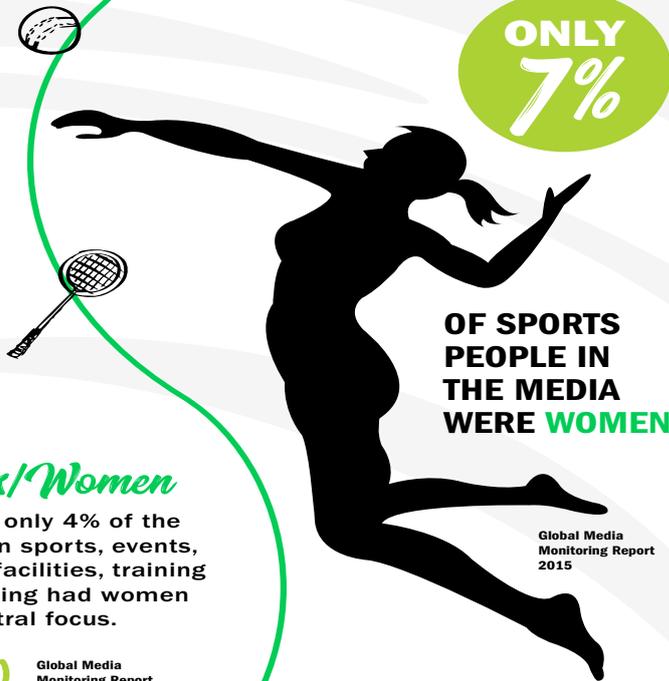
Reporting and presenting the news



Sports/Women

In 2015, only 4% of the stories on sports, events, players, facilities, training and funding had women as a central focus.

Global Media Monitoring Report 2015



ONLY 7%
OF SPORTS PEOPLE IN THE MEDIA WERE WOMEN

Global Media Monitoring Report 2015

Traditional sports and games



The Future of the Sports Fan - Performance communication and CANVASS - UK



The Future of the Sports Fan - Performance communication and CANVASS - UK

Sports for peace and development

“ With such huge reach, sports provide some of the most powerful platforms to inspire positive change in the world. Research shows that fans not only see athletes as role models in sport, but in life in generally, and consider their personality to be more important than skill. ”



think sports are likely to inspire positive change compared to

39% for politics &

28% for religion.

The Future of the Sports Fan - Performance communication and CANVASS - UK



think it's important that sports teams support local communities.

The Future of the Sports Fan - Performance communication and CANVASS - UK