

WORLD RADIO DAY 2021 REPORT

HELD AT

Karen Village Centre, Nairobi



WORLD RADIO DAY CELEBRATIONS

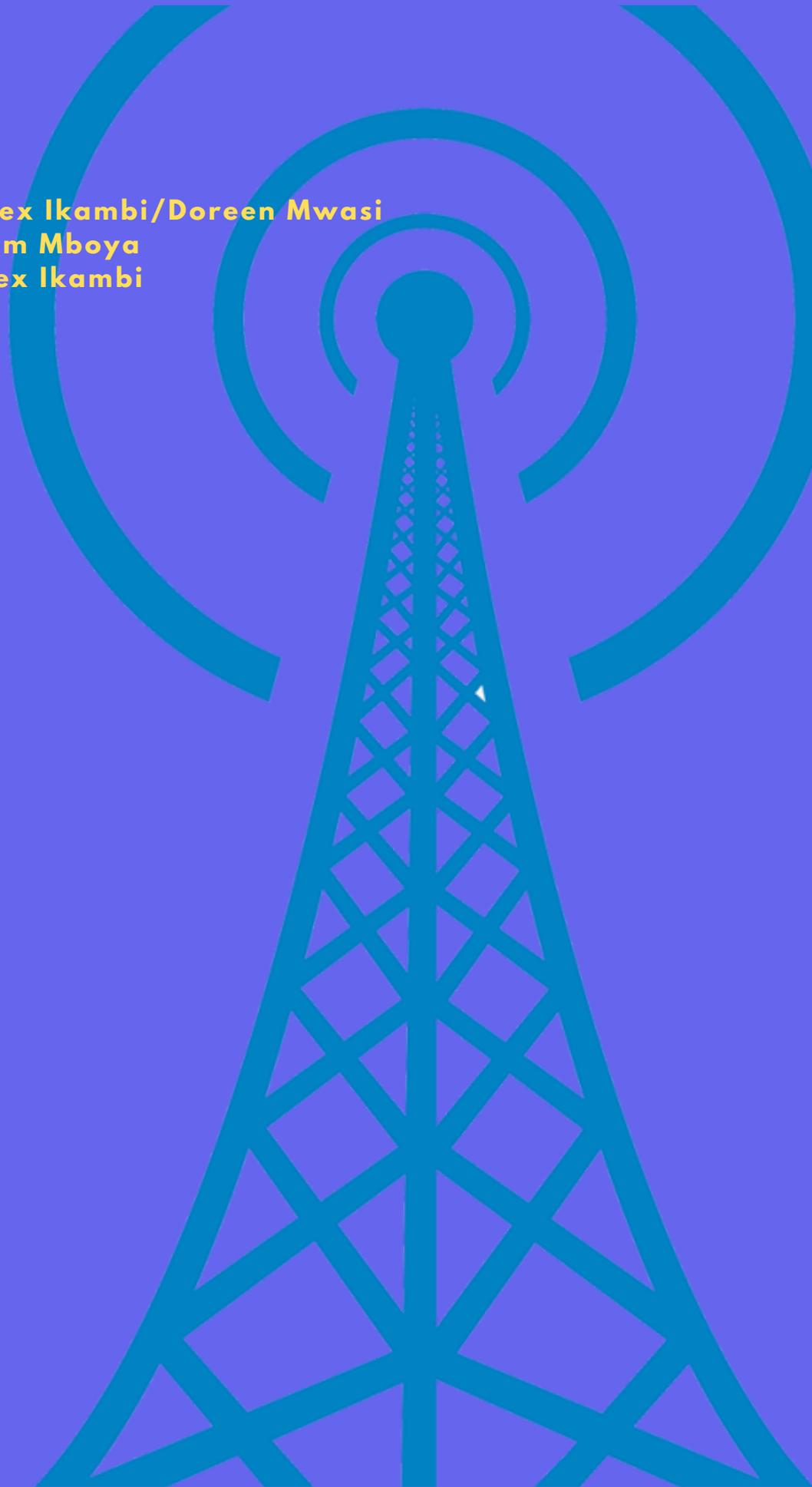
Report of the 2021 World Radio Day Celebrations held on 12th February 2021

MANY THANKS



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WORLD RADIO DAY 2021 CELEBRATIONS

@Kenya Community Media Network

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LIST OF ABBREVIATIONS

GIZ	:Deutsche Gesellschaft für Internationale Zusammenarbeit
CPS	:Civil Peace Service
CA	:Communications Authority
KCOMNET	: Kenya Community Media Network
KCA	: Kenya Correspondents Association
DW	: Deutsche Welle
ICT	:Information, Communication Technology
NGO	: Non-Governmental Organisation
ADG	: Assistant Director General
GBV	: Gender-Based Violence
KICTANET	: Kenya ICT Action Network
UNESCO	: United Nations Educational, Scientific and Cultural Organization
UR4P	: Umoja Radio For Peace
WRD	: World Radio Day

ACKNOWLEDGEMENT

The 10th edition of World Radio Day celebrations was a success courtesy of the support and efforts by our partners, organizers and the support of Domus FM community radio which hosted the event at Karen Village Centre, Nairobi. We wish to pass our gratitude to Kenya Community Media Network, Civil Peace Service of GIZ, Communications Authority (CA), Kenya ICT Action Network (KICTANET), Kenya Correspondents Association (KCA) DW Alumni, Kenya Chapter, Internews, Radio Domus and our community radio journalists for immense contribution in making the day a success. We are also grateful to the Spoken Word Artistes; Dorphan and Spontaneous the poet for delivering insightful spoken word pieces touching on the theme of the day.

Thank you all very much!



ABOUT KCOMNET

Kenya Community Media Network (KCOMNET) is a non-profit organization and the national umbrella association for community media in Kenya. It was founded by a voluntary group of individuals, media practitioners, NGOs, and community media groups with an interest in development communications and committed to supporting the promotion and development of community media in Kenya. Community media engaged by KCOMNET include community radio, community resource centers, community newsletters, community cinema, community artists, among other forms of community media. KCOMNET supports community media in Kenya to address pressing socio-economic and local governance issues in the grassroots communities. The activities of the network are spread out in all 47 counties in Kenya. Since its formation, KCOMNET has focussed its attention on the consolidation and strengthening of the community media sector in Kenya through four programmatic interventions: Networking, capacity building, content development, and policy advocacy

INTRODUCTION

World Radio Day (WRD) is a global celebration established in the year 2012 by The United Nations Educational, Scientific and Cultural Organization (UNESCO), aimed at celebrating radio broadcast, improving international cooperation among radio broadcasters and encouraging decision-makers to create and provide access to information through radio. It's an occasion to draw attention to the unique value of radio, which remains the medium to reach the widest audience in Africa and a robust platform for promotion of peace through dialogue. Radio is a social medium, fostering participation and engagement, in people's own home languages. Radio, over time, has proven to be a reliable medium in crisis communication and information management. Throughout history, the efficiency of radio in passing critical information has helped different communities globally to overcome the effects of natural disasters and health emergencies due to accessibility ease, availability and simplicity in terms of usage as the common man's information, education and communication tool. In the current crisis caused by COVID-19 pandemic, radio again stands out as an essential medium that keeps communities well informed with information on prevention and safety measures as well as fact checking. This comes at a time where influx of fake news, myths and misconceptions about the virus is on the high. Even if social-distancing measures are in place, individuals can engage in meaningful community participation by calling into the radio station to have their say, while also listening to fellow community members. As such, radio facilitates discussions across divides and ensures all sections of society, including those who feel most marginalized, are part of effective community conversation on all aspects of their wellbeing and development. Community radio stations have worked extra hard to dispel the mis/disinformation on the COVID-19 pandemic which was/is a major factor contributing to trauma caused by discrimination against the COVID-19 survivors. This work was extended to the refugee communities in Kakuma camp through an offline mobile community broadcasting. The fact-checking and content dissemination was supported by GIZ-CPS with the sole objective of trying to not only prevent any conflict that could arise from the panic that was being caused by the misinformation and fake news about COVID-19 but also to discourage the upsurge in gender-based violence (GBV) that was attributed to the effects and impact of the pandemic.



NEW WORLD NEW RADIO

EVOLUTION, INNOVATION, CONNECTION

10th WORLD
RADIO
DAY
13.02.2021
EDITION

THEME

This year's theme for WRD is New World, New Radio with three sub-themes which are Evolution, Innovation, Connection. These themes are important especially at this time when the world is faced with the COVID-19 pandemic that has brought about new realities which have greatly affected and impacted on economic and social fabric globally. Hence stretching further, the socio-economic inequalities amongst the different social groups and genders while having the potential to create a new wave of conflicts or even fuel further the already existing conflicts. KCOMNET has continued to not only connect communities in Kenya, through 40 radio stations within the network but also provided platforms for the communities to learn, dialogue, and find local solutions to the issues affecting them. This work is done through Umoja Radio for Peace (UR4P) project, which is supported by GIZ- Civil Peace Service Programme (CPS). In light of the theme, The national coordinator of Kenya community media network, Mr. Tom Mboya reminded participating community radio journalists and managers to always understand the purpose and the mission of establishing community radios and always address and respond to the immediate needs of their target communities.

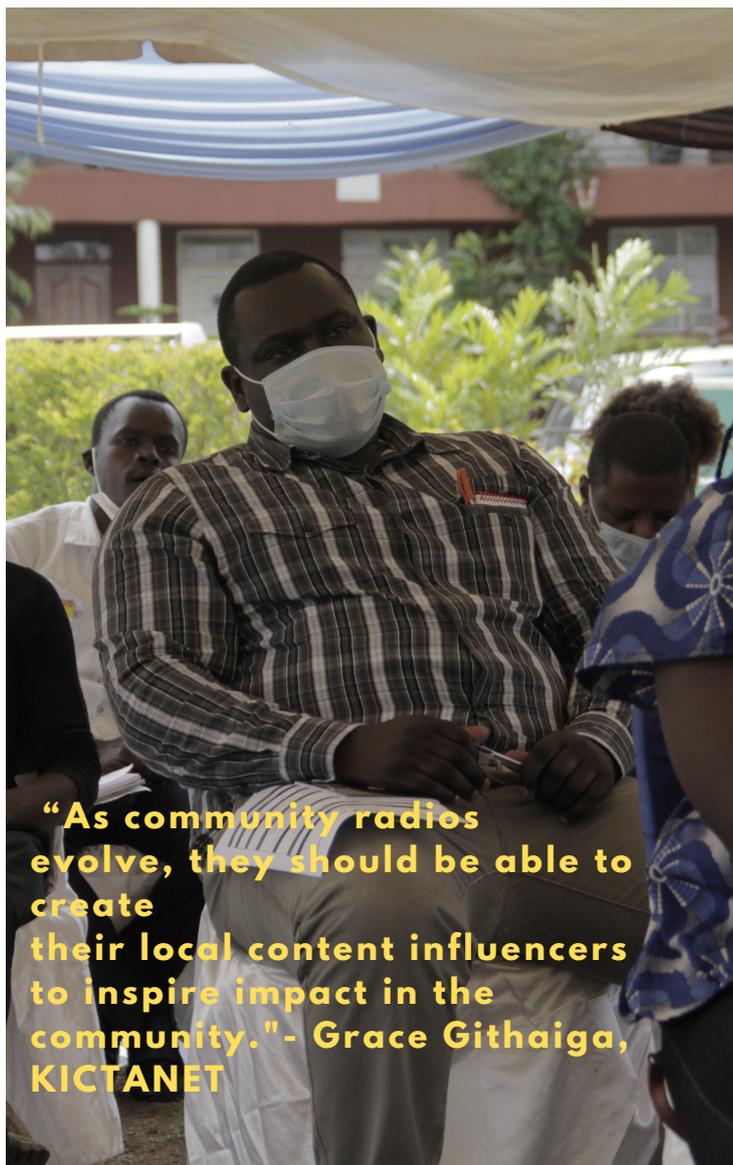


This year's celebration was an exceptional one, coming at a time when we are still facing the ravaging effects of COVID- 19 pandemic. Unlike previous editions, this time round, in compliance with COVID-19 guidelines, participation was limited to selected number of community radio representatives and journalists, partners in media sector and community members while the wider participation rendered virtual. Among the radio stations that had physical representation are; Radio Domus, Ratego FM, Ghetto FM, Radio Tumaini, Radio Mchungaji, Radio Akicha, REF FM, Nganyi Ranet, Suswa Ranet, Radio Shahidi, Radio Maria Murang'a, Bulala FM, Ekeyokon FM, Ruben FM, Amani FM, Wajir CR and Ekialo Kiona. Partners media organisations present were, Communications Authority (CA) KICTANET, Internews, Kenya Correspondents Association (KCA), DW Alumni Kenya Chapter and Kenya Community Media Network (KCOMNET) The opening remarks was delivered by Grace Githaiga representing KICTANET as well as Kenya Community Media Network board. In her remarks, Grace highlighted on the major steps achieved in advocating for community radio broadcasting in Kenya, "I'm glad that there is a day dedicated to radio and it's my hope that when we meet again in the next 20 years we will be celebrating major milestones we have achieved and that community media will be a sector to recon with."- **Grace Githaiga**

Keynote address by CA was delivered by Peter Ikumilu who was representing the Acting Director General Mercy Wanjau MBS. In her address, Ms. Wanjau lauded the Kenya Community Media Network for convening 2021 event, which provided stakeholders in the media industry, especially the Community FM Radio practitioners, an opportunity to reflect on the importance of radio as a medium of communication. She termed the year's theme as timely in promoting peaceful co-existence as it underscored the critical role that radio plays in promoting and sustaining peaceful relations among communities in the country and the world over. She attributed the development of media industry in Kenya to presence of a robust legal and regulatory framework. She however noted some downsides for instance, audience fragmentation and cut-throat competition for audience share and advertising pie as a result of entry of more players in the market. *(Kindly download the full keynote address from our website, <https://kcomnet.org/> and <https://umojaradioforpeace.org/> for more details)*

"It is a fact that radio, if used responsibly, can unite people and communities from diverse backgrounds, foster positive dialogue for change, provide a perfect medium to counter hatred, violence and conflict."- Mrs.Mercy Wanjau, ADG,CA

During the event, our community radio representatives and journalists had an opportunity to share their questions and concerns to the regulator body. The notable questions raised were regarding access to universal service fund, community radios monthly and annual charges rates, expansion of frequency spectrums and allocation of new ones, duration that CA takes to address request letters, training on CA regulations, community radios and advertising, community radios audience measurement and estimations and copyright infringement issues especially while reaching out to the online audience. Two panel discussions involving the various stakeholders in the media industry and community radio journalists represented were convened with a close focus on the day's theme and also sharing critical lessons, observation and experiences in promoting an informed community during crisis times.



"As community radios evolve, they should be able to create their local content influencers to inspire impact in the community."- Grace Githaiga, KICTANET

NOTABLE QUOTES

"Indeed, our democracy would not be where it is today were it not for the tremendous contribution of the local media, more so radio. The media has fostered debates and offered diverse views on various issues of national importance, holding leaders into account and enhancing transparency and accountable in our politics."- **Mrs. Mercy Wanjau, MBS,(ADG, CA)**

"Before starting a community radio station, it is good to know why you are starting so as to effectively operate it."- **Tom Mboya, Coordinator, KCOMNET**

"Terrestrial Radio frequency spectrums are like slices of bread. They get depleted. But digital radio frequencies are immense, courtesy of technology."- **Peter Ikumilu (Ass. ADG, CA)**

"The change we see now is about how we transform our content and how we use our devices."- **Abraham Marita, Internews**

"Programing for community radio will remain very important. CR should produce content that usually lacks airtime in mainstream media."- **Grace Githaiga, KICTANET**

"Even as we talk about shift to new technology, the position of radio will still remain critical because it connects the people who have been left behind by technology." **Oloo Janak, KCA**

"Community radios should have their niche that differentiates them from other media in terms of content and programming."- **Jael Lieta, Secretary, DW Alumni, Kenya Chapter**

"We need to keep our listeners upfront with relevant information on current issues and maximizing on our social media platforms including our websites"- **Caroline Wambere, Journalist, Ruben FM community radio**

PHOTO GALLERY

Kevin Ngugi from BUS Radio Kajiado, making a presentation about the radio



Grace Githaiga sharing an introductory statement to the event



Mr. Tom Mboya, the Coordinator, Kenya Community Media Network thanking partners and community radio journalists for gracing the event



Assistant Acting Director-General of Communications Authority Mr. Peter Ilumilu addressing issues raised by community radios pertaining to frequency regulation



Spontaneous the poet and her guitarist entertaining guests with an insightful spoke word piece~ "Listen to the radio"



Dorphan and his guitarist yet again with a Swahili spoken word- "Ungalikua Redio"



World Radio Day 2021 participants during health break



Kenya Correspondents Association Chair, Oloo Janak following through the event's program



Caroline Wambere, a local journalist from Ruben FM sharing the radio's digital innovative strategies