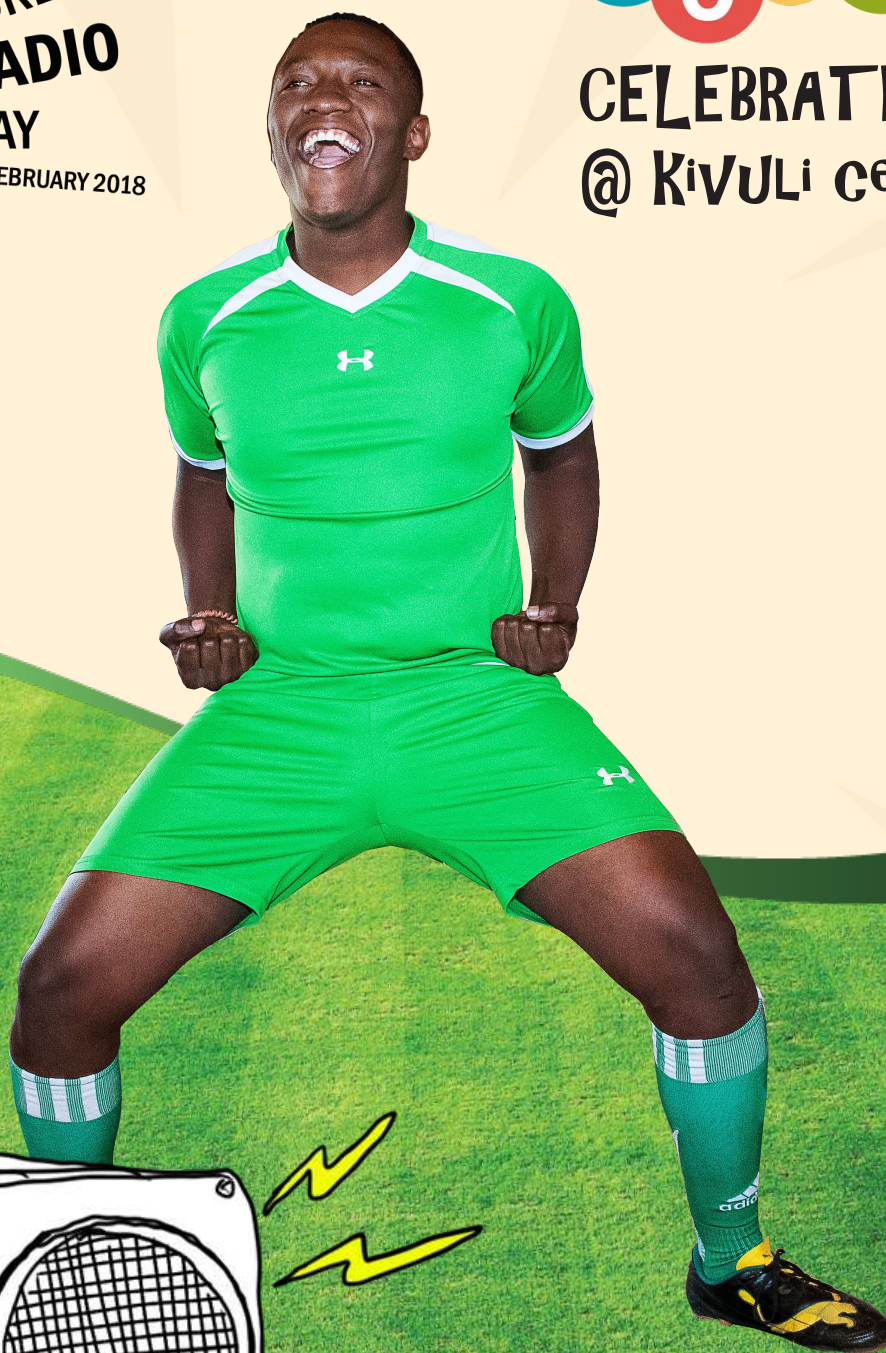




**WORLD
RADIO
DAY**
13 FEBRUARY 2018

2018

**CELEBRATIONS
@ KIVULI centre**



**Radio & Sports For Peace and
UNITING COMMUNITIES**



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.



World Radio Day 2018 Celebrations

13th February 2018

Mtaani Radio, Kivuli Centre, Riruta Satellite, Nairobi



Report compiled by Esther Nyawira
Design and layout - Amos Ochieng





The main objective for this event was to bring together community radios to commemorate World Radio Day 2018, having time to discuss use of radio and sports activities to enhance a peaceful coexistence as the overall theme for 2018 proposes “Radio and Sports for Peace and Development”.

INTRODUCTION

The World Radio Day organised by Kenya Community Media Network (KCOMNET) in partnership with delegates from 23 Kenya community radio stations, CPS/GIZ and Kenya National Commission (KNATCOM) for UNESCO was held successfully on 13th February 2018. This event took place at Mtaani Radio, one of the community radio station in Kenya based at Kivuli Centre in Riruta Satellite, Nairobi.

The main objective for this event was to bring together community radios to commemorate World Radio Day 2018, having time to discuss use of radio and sports activities to enhance a peaceful coexistence as the overall theme for 2018 proposes “Radio and Sports for Peace and Development”. This celebration was attended by 100 participants including community members around Kivuli Centre, community radio journalists, representatives from KNATCOM, UNESCO and KCOMNET.

For 2018, all community radio stations in Kenya were called upon to showcase the beauty of sports in all of its diversity.



The discussion revolved around the importance of sports and radio including:

enhancing peacebuilding through creating and improving social networking by crossing tribal barriers among youth in urban areas, equipping players with values such as teamwork, fairness, discipline, respect and peaceful coexistence, providing positive image of the nation to the international community and spearheading peace and development by creating employment opportunities and consequently preventing criminal activities.





PANEL DISCUSSION: WHY RADIO AND SPORTS FOR PEACEBUILDING?



Lydia Gachungi, 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, 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 where dialogue and mediation have failed.

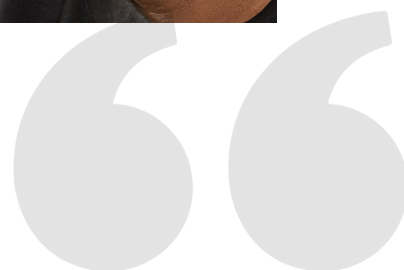
Lydia Wangoma, Bulala FM

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



Victor Juma

Sports have been used in Kware to foster peace between youth in slums and police officers.



Wayne Tiampati

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



Alfred Kibunja, an expert in peace and team building at 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

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

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



CHALLENGES AND LESSONS LEARNT

Gender parity issues were discovered to be an obstacle in sports for peacebuilding and development work. John from Amani FM in Tana River reported that it is a challenge for women in the region to participate in sports due to cultural barriers. The panellists also highlighted that some sports have been overlooked in broadcast by many radio stations. Such sports include kung fu, karate and boxing. The coaches explained that though such sports seem violent but they teach values such as discipline and respect for others.

The highlight of the day was sports and team building activities such as kung fu and dancing. Afterwards, all participants had a session to draw lessons from the activities of the day. These lessons outlined the importance of values such as team work, focus, reliability and trust in journalism. These experiences revealed to the radio journalists existing gaps in networking, capacity building, content of radio programmes and policy advocacy.

From the gaps identified, different participants had varied opinions on what should be done in



radio and sports for peacebuilding. According to Lydia Gichungi from UNESCO, it is necessary to come up with a national programme for sports, peace and networking by incorporating youth, development partners, community radios and sports teams. Antony from KNACTOM added that there is need to focus on women sports and female sports commentators so as to facilitate the achievement of gender equality and empower all women and girls.

It is important for community radios in partnership with government and non-governmental organisations to work together in order to enhance sports for peace and uniting communities. This can be done through organising tournaments and capacity building forums. It is against this backdrop that KCOMNET and Umoja Radio for Peace, a CPS/GIZ project, would like to make an effort to use radio and sports as catalyst for peace, social development and teambuilding with the Umoja radio makers and consequently enhance conflict transformation, peace and development in our communities.

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 celebrations at Kivuli Centre.



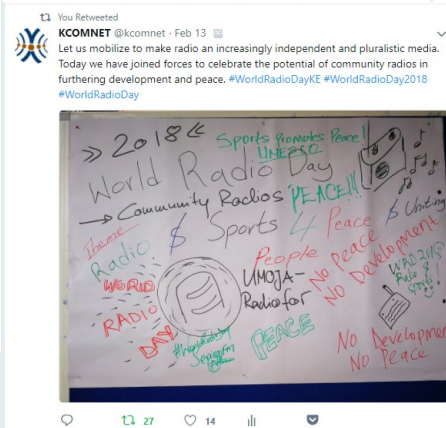
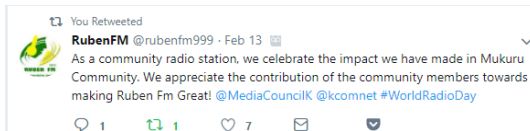
We first appeared on the Kenyan Trend maps at number two at 0925hrs.

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



IN PICTURES...



Arrival and registration of participants



Chief Richard Kikui of Kaberia Ward was in attendance



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



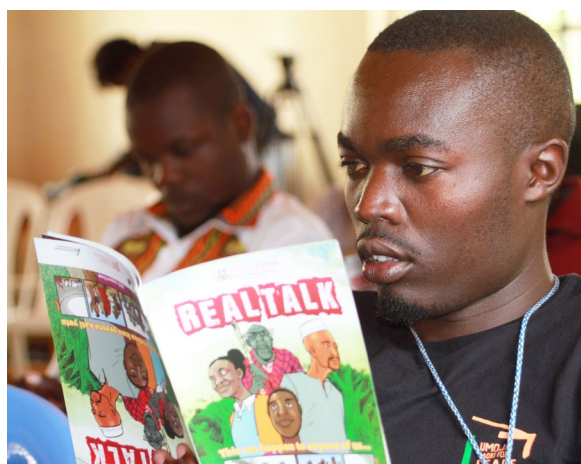
Gitura Mwaura (EACOMNET) & John Bosco Mayiga (UNESCO)



Wanjiru Kangára (KNATCOM)



Caro Herzig (CPS)



Bonface Opany from Radio Domus



Teambuilding session: simple solution game



Teambuilding session: teamwork game



Eyes on the ball: a plate balancing game during the team building session



Puzzled!!! Participants trying to untangle themselves



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



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



Unity is strength and confidence





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