



TALKING POINTS

BY

HON. TJEKERO TWEYA MINISTER OF INFORMATION AND COMMUNICATION
TECHNOLOGY AT THE COMMEMORATION OF
WORLD RADIO DAY
OKAHANDJA
13 FEBRUARY 2017

- The Governor of Otjozondjupa Region, Honourable Otto Iipinge
- The Mayor of Okahandja Town, His Worship Johannes Hindjou
- United Nations Resident Coordinator, Ms Kiki Gbeho
- UNESCO Representative to Namibia, Dr. Jean-Pierre Ilboudo
- Director General of NBC, Mr. Stanley Similo
- Radio stations represented
- Esteemed stakeholders
- Distinguished Invited Guests;
- Members of the Media;
- Director of ceremonies,
- Ladies and Gentlemen

A very good morning to you all!

It is my distinct honour and privilege to stand here today as we once again celebrate the impact of Radio in our daily lives. This is the sixth year that the world is celebrating Radio day and I am humbled to be part of this significant day. I must say that I am happy with this year's theme which is “**Radio is you**” as it stresses the importance of listeners and audience engagement.

The theme tasks all radio stations around the world **Public, Community, private** or **commercial** to ensure that the audience and the public at large are engaged and all diverse views of the listeners are represented. It is high time that we make our listeners part of our programming not only through debate and discussions but also when dealing with policy issues as they are part of Radio.

The United Nations Educational, Scientific and Cultural Organization (**UNESCO**) proclaimed the 13th of February as World Radio Day on the 29th of September 2011. Through sharing information, entertainment and education we ensure that all voices irrespective of gender or social class are heard. This powerful medium brings people from different backgrounds together.

Namibia bears testimony on the effectiveness of radio in sharing information. The number of licensed radio station registered with the Communication Regulatory Authority of Namibia (CRAN) is an indication that despite revolutionary transformation that brought about the likes of Facebook, twitter, Instagram and many others in Namibia, Radio continue to be the most **reliable, timely** and an **intimate** medium for sending and receiving messages to a mass audience worldwide. It is intimate because you are never alone when you have a Radio with you, as it addresses you as an individual.

So far **CRAN** issued 34 Broadcasting license. **Ladies and gentlemen**, it is in view of this that the Ministry of ICT priorities the provision of network coverage in the whole country to enable all citizens to have access to information irrespective of where they find themselves in Namibia. At present Namibia has radio coverage of 78% and committed to reach 100% across the country. As a leader in this sector responsible for the network in this country, it is important to know that whoever shuts his ears to the cry of the poor will also cry himself and not be heard.

I call upon all radio stations to, make use of these platforms to clarify, discuss, inform and entertain their listeners by engaging the listeners on issues that contribute to Sustainable Development Goals, issues of benefit to the nation and the world at large.

Excellent programming skills that goes together with good production, can improve knowledge and enhance radio as a platform to find solutions for community development problems affecting us, because it is a critical link during all the time, happy or difficult times, as we witnessed what happened in Rwanda.

It is for this reason that i would like to remind all radio stations to take note of the huge responsibility put upon you to bring communities together and to promote positive dialogue. Radio being a powerful tool that it is, station managers, Presenter and Producer refrain from using the airwaves to advance 'personal agenda' but to work extra hard in order to ensure that communities are educated, informed and entertained through your programs. My words of wisdom to you is **do for others what you would want them to do for you. In the same vain I would like to caution all radio stations that, if you want to stay out of trouble, becarefull what you say.**

The communities depends on you to ensure that they receive accurate information on issues of national importance as well as the day to day happenings so that they are able to make informed decisions. To the listeners, **"Radio is you"**, therefore I encourage you to make use of this media responsibly to contribute to the socio-economic development of our country and refrain from abusing the air waves.

Finally to all our Radio presenters, I would like to leave you with an African proverb that says: **" what you say can preserve or destroys life's , when it happens you must accept the consequences of your words "** Our

Radio presenters , thank you for the great job that you are doing it is a mammoth task that requires much ,but achievable , continue to address pressing issues and work together in the spirit of Harambee to make Namibia a better country for us all.

Happy World Radio Day.