



**Friday 13<sup>th</sup> February, 2015**

**Blantyre**

## **World Radio Day 2015**

**“Youth and Innovation in Radio.”**

Malawi, through the Malawi Communications Regulatory Authority (MACRA), today joins the international community in commemorating **World Radio Day** under the theme **“Youth and Innovation in Radio”**. The day seeks to raise awareness about the importance of radio, facilitate access to information through radio, and enhance networking among broadcasters.

The commemoration of the day this year coincides with remarkable growth in Malawi’s broadcasting industry where the number of licensed broadcasting stations has increased to 78 from just one radio station 20 years ago. This has created diversity in broadcasting formats and programming offering Malawian audiences wider choices in content. This includes people centred development programming by community broadcasters whose number is more than half of all the licensed broadcasters.

As part of celebrating the day in Malawi, MACRA will on **Friday 27<sup>th</sup> February, 2015** interact with broadcasters in Lilongwe where a number of commemorative activities will take place.

Radio is recognized as a low-cost medium, specifically suited to reach Malawi's remote communities and vulnerable people: the illiterate, the disabled, women, youth and the poor, while offering a platform to intervene in the public debate, irrespective of people's educational level. Furthermore, radio has a strong and specific role in emergency communication and disaster relief.

Radio is also an effective medium to broadcast news, features, weather reports and entertainment and is available everywhere – at home, work or on the move.

The changing face of radio services around the world, influenced to a great extent by the current trends in media convergence, is taking up new technological forms, such as broadband, mobiles and tablets as well as hybrid radio (which combines FM/DAB broadcasts with the Internet).

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