

WRD Kenya UN Information Center – Interview with Mwanedu Radio Manager Mr.Mwamodo

Today is World Radio Day and we are here in Voi to celebrate the day with community radio practitioners. With me, here, there is a manager of community radio known as Mwanedu. I would like him to tell us his name.

My name is Georges Mwamodo, station manager of Mwanedu FM.

Georges Mwamodo, please, tell us this day what does it mean for Mwanedu Radio.

It's a big day to us if we can recall, and I do appreciate the main activities we've had in the cause of the Day. We have some training how journalists can access the facilities, software to improve their work, I mean in terms of working tools. Also we've been able to come together, many community radio stations, and also the mainstream media, so that we can relay our focus on the commitment to move forward as members of the fourth estate because the nation of the public is also depending so much on what comes out from the radio stations. I feel February, 13th will continue to remain an important day in the calendar of broadcasting and we look forward to a greater achievement as we move forward in informing the public and also educating them on various things about development, leadership and governors and etc.

Today, is there anything that you are specifically celebrating as World Radio Day? When you look at your community radio station what are you celebrating?

Since we started Mwanedu FM we never had an opportunity to gather together, different radio stations. Today we are here, all the journalists of the entire county, about 28 journalists have assembled from the mainstream media and also those of the community. One aspect that I've realized which really has given me great appetite is that unity way by journalists can sit together and share. It shows that we have a big role to play even bringing together this nation as we move towards general actions in much forth.

Do you think Mwanedu community radio is playing a part in bringing people together to avoid any violence as elections approached?

With a big slice to hold and our mission this time round is to preach peace objectively and to remain non-participant. We want people to realize that we've got only one Kenya and we must protect it. What did we realize in 2007 and 2008 is history that needs to be deleted from archives. But all in all for purposes of retrieving material, yes, it can be there, but I feel we need to prove that we are better compare what many thought we are.

What is the scope of Mwanedu community radio?

In terms of coverage we are covering the entire Taita-Taveta county. We also touch Kwale county, we touch Kilifi county, we touch Mombasa county, we touch Makueni county, we also go beyond to the border all the way to Arusha in Tanzania, and also touch part of Kalambo. Now if you look in terms of counties, we feel that we also have responsibility of bringing together different counties of policy in terms of development.

Do you think the radio programming has impacted on listeners as it brought an economic added value?

Very much, there is a lot on the ground that we have realized so far. One, we are able to monitor through short code messages, through phone calls, even people sending texts, you are able to tell yes people were on this level, but now they are on this level. We get feedback people telling us like we also run programs on agriculture. And now you are able to tell that something is happening on the ground. One is that physically what we can see is that lives of the community members are being impacted and they are changing positively.

Thank you very much, Mr. Mwamodo.

Thank you very much.