

Radio station's video presentation

Station Manager of Radio Micheweni Hamad Shaaban Mwinyi

Transcript

My name is Hamad Shaaban Mwinyi. I'm the manager at Micheweni community radio. This station's foundation started being built in 2009. A year later the then president, Sheikh Abeid Amani Karume opened our station. The main objective was to help the extensively poverty affected Micheweni community in sectors like agriculture and fishing. Our station helps by educating the community in algae farming, fishing, and health.

Through the SIDA project, the Micheweni community has benefited a lot. The people of Micheweni used to encounter famine annually, resulting in many deaths caused by lack of health education. Through great efforts of the SIDA project to eradicate these problems, it has been almost a year and a half now since the last death by starvation in Micheweni. Education through the SIDA (project) has real improved our skill level.

Our expectations are: for the Micheweni community to have a laboratory and a telecentre so as to be able to communicate with the outside world, and also for the Micheweni community to have the skills to run and operate modern communications equipment. We have prepared well, we already have ten computers for training the Micheweni district community.

Our radio station 97.4, had an objective of only extending broadcasts to Micheweni, but we realized the importance of expanding after this training and we are planning to cover the whole region. We are now reaching up to 126,000 listeners, but in the future we are planning to reach up to 280,000 listeners so we can cover the whole region.

Frankly, social improvement has been outstanding. Beyond the eradicated of famine, now women can advise their husbands on health matters and they both agree, especially on checking their health status after every 'dago' (fishing)trip.

So gender equality has improved and different organizations have now shown support on our community radio, TAMWA (Tanzania Media Women's Association), MISA (Media Institute of Southern Africa), the Pemba Press Club and others like Coca-Cola and Airtel are ready to support us.

Our goals, in contrast to the challenges we are facing. Our station's coverage needs to reach the whole region, but our transmitter doesn't have that capacity. It is only 100 Watts, so in spite of assistance from local institutions we still need more support from international organizations so that we fulfill our objective by next year. The Micheweni community is truly aware of the significance and importance of our community radio and have accepted it as their own.