



**Remarks by the UN  
Ms. Kiki Gbeho**

**Resident Coordinator,**

**World Radio Day 2016**

**13<sup>th</sup> February 2016**

**Epako Community Hall, Gobabis**

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- Director of Ceremonies, Ms. Florence Haifene;
- Guest of Honour, Deputy Prime Minister of Namibia and Minister of International Relations and Cooperation, Honourable Netumbo Nandi-Ndaitwah;
- Minister of Information and Communication Technology, Honourable Tjekero Tweya;
- Governor of Omaheke Region, Honourable Festus Ueitele;
- European Union Ambassador to Namibia, Her Excellency Ambassador Jana Hybaskova;
- UNESCO Windhoek Head of Office, Dr. Jean-Pierre Ilboudo;
- Mayor of Gobabis, Her Worship Lea lipinge;
- Acting Secretary General of the Namibia National Commission for UNESCO, Mr. Rod April;
- UN Country Team members here present;
- Senior Government Officials;
- Ladies and gentlemen

I feel privileged to be a part of the 2016 World Radio Day celebrations here in Gobabis this morning.

Today I will deliver three messages. First, I will speak on behalf of the United Nations Country Team in Namibia as the Resident Coordinator. I will then deliver the Message of the UNESCO Director General, Ms. Irina Bokova. And to conclude, I will convey the message of the UN Secretary General, Mr. Ban Ki Moon.

Honourable Deputy Prime Minister, Ladies and Gentlemen, the United Nations believes that the media, particularly radio contributes significantly to sustaining a functional democracy and advocating for sustainable development in the world.

The media can help enhance transparency and accountability, by facilitating dialogue between decision-makers and the rest of society. They also play a crucial role in improving the public's understanding of current or emerging issues. For Example last year His Excellency the President declared war on poverty in Namibia, and local media is playing a vital role in helping to get the message out and created a platform for the voices of the people from all 14 regions to be heard.

**Ladies and gentlemen**

As we celebrate this year's World Radio Day, I would like therefore to urge the media to help us promote the new the Sustainable Development Goals, adopted to end poverty and improve people's lives by working in a sustainable manner. Information and public awareness campaigns are indispensable tools in making the general public understand the concept of sustainable development and be aware of its importance.

In order for us to achieve sustainable development, we must come together and pull in one direction.

The UN in Namibia is committed to strengthening its relationship with the media, especially radio to ensure that every Namibian voice is heard.

***Allow me to read my second message on behalf of the UNESCO Director General, Ms, Irina Bokova.***

**Message from Ms Irina Bokova,  
Director-General of UNESCO,  
on the occasion of World Radio Day**

Humanitarian emergencies and disasters are increasing worldwide, with terrible consequences for human lives, sometimes reducing years of development to dust.

Amidst the ruins and in the face of an emergency, the radio is often the first medium for survival. Its durability is an incomparable

advantage, often enabling it to resist shocks and retransmit messages of protection and prevention to as many people as possible, better and faster than other media, saving lives.

Its proximity, simplicity and low cost also make the radio a medium that promotes community living, providing a way to strengthen social ties and ensure people's participation in humanitarian programmes and the discussions that inform them. Innumerable accounts by victims describe how the radio has enabled separated families to find each other, make contact and regain hope. Community radio is a perfect example of this and must be supported.

The power of the radio also relies on journalists, who are some of the first on the scene to witness events and give a voice to local actors and victims, to raise awareness and mobilize resources, without which there is no effective humanitarian action. They play a crucial role in presenting the facts, avoiding the sensationalism or manipulation of public debate. That is why nothing must call into question the right to be informed or the safety of journalists.

UNESCO has set up early warning systems for tsunamis, floods and droughts, as well as monitoring systems for earthquakes and landslides. The Organization provides worldwide technical assistance for all types of risk. When protected sites are endangered, UNESCO steps in to save cultural and historical references. At all of these levels, by its ability to inform, relay

messages and contribute to debate and reflection, even in times of crisis, the radio is an indispensable ally.

Today, we call upon public authorities and stakeholders in development and humanitarian action to strengthen the links between the radio and emergency response so that the voices of the men and women, victims, rescue workers and journalists, who we hear at such times over the transistor, the mobile phone or the computer, may be the voices of life and hope...

***I now wish to conclude by conveying to you the message of the UN Secretary General, Mr. Ban Ki Moon.***

### **UN Secretary-General's Message on 2016 World radio Day**

In times of crisis and emergency, radio can be a lifeline.

For people in shattered societies, or caught in catastrophe, or desperately seeking news, radio brings life-saving information.

Radio can help in emergency response operations — and it can assist with rebuilding.

Through community radio, local people can raise their voices and be heard.

This year, as we start carrying out the Sustainable Development Goals, let us resolve to use radio for human progress.

In the lead-up to the World Humanitarian Summit this May, let us find ways for radio to do even more to help people in emergencies.

On this World Radio Day, let us resolve to prove that radio saves lives.

**I Thank you**