Community radios advised to make their work visible for effective results

Community radio stations have been called upon to ensure that their work is visible, coupled with good communication skills to get positive results.

Nuru Chuo, a consultant from UNESCO made the call in Mwanza yesterday, during the first day of the capacity building session on communication and visibility to change makers from five local radios.

He stressed upon the need for community radio stations to ensure that they speak one language adding that effectiveness in communication gives one results and reduces unnecessary expenditure.

For his part, Sebastian Okiki, another facilitator cited communication skills as one of the most important aspects in life.

“Most radio stations are doing wonders but do not take time to make whatever is done visible. You may believe that you are known but that may not be case as you may find yourself publicizing others and failing to do so for yourself. Visibility is about your image and making sure that what you do is known,” stressed Okiki.
The four days session is part of the social sustainability program conducted by UNESCO to change makers from all the 25 community radios in Tanzania supported by the Swiss Agency for Development and Cooperation (SDC) through UNESCO.

Apart from Mwanza, similar sessions are being conducted in Dodoma, Zanzibar and Arusha.

UNESCO under its SDC project supports 25 community radios as well as the network of community media in Tanzania (TADIO).