



Message from the Media Council of Malawi on World Radio Day 2025

On this World Radio Day 2025, we celebrate the invaluable role that radio continues to play in shaping and informing our society. This year, we reflect on the theme "**Radio and Climate Change,**" recognizing the critical role of radio in raising awareness, educating the public, and driving action towards a sustainable future.

Radio and Climate Change

Climate change is one of the most pressing issues of our time, and radio has a unique ability to reach diverse audiences, fostering a greater understanding of its impacts and promoting proactive measures to mitigate its effects. As broadcasters, we have a responsibility to educate and engage our communities on climate change, highlighting the importance of environmental stewardship and sustainable practices.

Diversifying Monetization Strategies

As we reflect on Climate Change as a challenge affecting national development, we also must consider issues affecting our service delivery in mitigating Climate Change among other issues, such as inadequate resources. We need to start exploring and implementing diverse monetization strategies to sustain our efforts and deliver high-quality content. Traditional advertising alone may no longer suffice, and we must innovate to secure our financial stability.

By diversifying our revenue streams, we can ensure the longevity and growth of our radio stations, enabling us to continue serving our communities with independent and reliable journalism.

Maintaining Professionalism during the 2025 General Elections

As we approach the 2025 General Elections, our role as radio broadcasters becomes even more crucial. We must provide accurate, unbiased, and timely information to our listeners as electoral aspirants flood the communities with many promises to deal with the climate change-related challenges at hand. We must remain committed to the highest standards of journalistic integrity and professionalism questioning the practicality and reality of such promises. Let us embrace our role as custodians of information and continue to foster a culture of transparency, peace, and democracy in Malawi.

As we commemorate World Radio Day 2025, let us reaffirm our dedication to excellence in broadcasting and our commitment to addressing the challenges of climate change and upholding democratic principles.

Happy World Radio Day!

Dr. Jolly Maxwell Ntaba
BOARD CHAIRPERSON

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