



## COMMEMORATION OF WORLD RADIO DAY 2026

### **A CALL TO GUARD AIRWAVES IN THE AGE OF ARTIFICIAL INTELLIGENCE (AI)**

Today, the Media Council of Malawi (MCM) joins the global community and our local broadcasters in celebrating **World Radio Day 2026**.

In the warm heart of Africa, radio remains the heartbeat of our information ecosystem. From the bustling streets of Blantyre to the furthest reaches of Chitipa, the crackle of a radio set remains the most trusted sign that the truth is being told. As we commemorate this day, we reflect on this year's global theme: **"Radio and Artificial Intelligence: AI is a tool, not a voice."**

The media landscape is shifting beneath our feet. As highlighted in our **2026–2030 Strategic Plan**, the digital landscape is no longer a distant horizon—it is our current reality. Artificial Intelligence (AI) is transforming how we produce, distribute, and consume audio content.

While we embrace AI for its ability to enhance audio clarity, automate transcription, and reach multilingual audiences, we must remain vigilant. Radio's greatest strength is its humanity. A computer can generate a script, but it cannot feel the weight of a community's struggle or the joy of its triumphs.

To ensure that innovation does not come at the cost of integrity, the Media Council of Malawi is currently revising the **Media Code of Ethics and Professional Conduct (2026)**. This new framework specifically addresses the challenges of the digital age, and reaffirms that editorial responsibility rests with human journalists, not algorithms.

On this day, we specifically recognize Community radio as the frontline of our democracy, yet it faces the steepest climb in the digital transition. We call upon our partners—including **MACRA** to continue supporting the technical and ethical capacity-building of these stations.

To our radio practitioners across Malawi: Thank you for being the voice of the voiceless. Use the “tools” of the future, but never lose the "soul" of your broadcast.

"AI is a tool, not a voice. Let the human spirit continue to lead the conversation."

Signed:

A handwritten signature in black ink, appearing to read 'Moses Kaufa'.

**Moses Kaufa**

**EXECUTIVE DIRECTOR**