



For Immediate Release

World Radio Day 13th February 2017

As Proclaimed, in November 2011, by UNESCO's 36th General Conference, the world mark 13th February as **World Radio Day**. This is an observance day held annually to celebrate the existence of radio as a medium of communication and information dissemination. This is a day to remember the unique power of radio to touch lives and become at an important platform for public participation across every corner of the world.

For the past five (5) years Media Institute of Southern Africa, Lesotho has commemorated World Radio day aligned with different themes and this year the theme is, "Radio is You," a call for greater participation of audiences and communities in the policy and planning of radio broadcasting.

In Lesotho there are 24 Radio Broadcasting Licenses issued by the 2015 and 18 of them are fully operational. Meanwhile, Lesotho boasts 4 community radio stations fully licensed, namely Mafeteng Community Radio, Motjoli FM (Thaba-Tseka), Moeling FM (Botha-Bothe), and DOPE FM (National University of Lesotho, Roma).

The situation facing community radio stations in Lesotho entails challenges of poor management, conflict of interest, unprofessional running of radio stations' programmes, poor marketing strategies, and political polarization. This situation has never been addressed through a deeper or snappy research to inform the development of a comprehensive community radio capacity building project. Therefore MISA Lesotho took it on itself to conduct snappy research on **The State of Community Radio in Lesotho** which will eventually inform a Comprehensive Community Radio Capacity Building Project.

The Findings of this Mini Study will be presented as **World Radio Day** Commemoration on Monday 13th February 2017 at Lesotho National Commission for UNESCO premises from 09:00-14:00 with Station managers, Editors, Radio Presenters and civil Society. Heads of community radio stations in Lesotho will also make short presentations which will also inform the discussion of the day.



For Further Information contact;

Matselane Mosoaboli

Information and Communication Officer

MISA Lesotho

misalesotho@gmail.com

22320941