



GHANA INDEPENDENT BROADCASTERS ASSOCIATION

GIBA commemorates World Radio Day 2024

Accra, Tuesday, February 13, 2024

Happy World Radio Day!

This year, as we celebrate "Radio: A century informing, entertaining, and educating," we not only acknowledge the global significance of this enduring medium but also pay special tribute to its profound impact in Ghana. Since its inception, radio has played a pivotal role in shaping societies, offering an accessible platform for information, education, and entertainment. It has been instrumental in facilitating public discourse, promoting media diversity, and ensuring accountability among public officials.

The Ghana Independent Broadcasters Association (GIBA) joins the global community in commemorating this remarkable day. We are reminded of radio's unparalleled reach and versatility, particularly in Ghana, where it continues to be a vital source of information and connection for our diverse communities. The thought of a day without radio underscores its integral presence in our daily lives and the void its absence would create.

In Ghana, radio has a unique relevance, serving as a lifeline for many, especially in remote and rural areas where access to the internet and television might be limited. It plays a crucial role in educating the public on health, social issues, and civic responsibilities, making it an indispensable tool for development and social change. Furthermore, in a country celebrated for its democratic values, radio stations across Ghana have been at the forefront of encouraging political participation, offering platforms for debate, and ensuring that diverse voices are heard irrespective of recent challenges faced on and off the field.

As we mark World Radio Day, we encourage all Ghanaian radio broadcasters to reflect on the power of radio to unite and educate our nation. Through our programming, talk shows, and music, we have the opportunity to celebrate the rich cultural heritage of Ghana, highlight important social issues, and foster a sense of community and national pride.

The President of GIBA, Mr. Cecil Sunkwa-Mills, emphasizes the responsibility that comes with this influence. Particularly during this electioneering period, it is

imperative that broadcasters exercise caution, avoiding divisive and indecent language. Instead, we should strive to ensure that radio remains a vehicle for peaceful co-existence and the expression of Ghana's vibrant diversity.

As we look forward to another century of radio, let us commit to leveraging this powerful medium to inform, entertain, and educate, not just in Ghana but around the world. Let's continue to harness the potential of radio to bring people together, to promote understanding and tolerance, and to build a brighter, more inclusive future for all. Happy World Radio Day!