

Create Your Own Media

Activity 5

RADIO GUNE YI

Radio Gune Yi (RGY) is an innovative radio show produced for kids by kids. RGY is heard by thousands of people – children and adults – throughout Senegal. The program is recorded live, traveling to various communities and tailoring its content to the interests of community members.

A typical weekly show features children interviewing a local celebrity, news bulletins, a traditional Senegalese story, messages from children to parents and politicians, segments relating to issues of concern to young people and lots of great African music.

Young people from the various communities where the show is recorded are invited to act as hosts and make decisions about the material which will be included in that week's show. Environmental and social issues are frequently featured.

The objectives of the program are to:

- provide a forum for the exchange of ideas among young people in Senegal
- encourage young people to actively participate in their society
- educate people on issues such as girls going to school, caring for the environment, community development, health, etc.
- promote the Rights of the Child

Instead of trying to get your message out in the mainstream media (which is sometimes difficult), you can create your own medium to spread the word about environmental or international issues.

1. Film a video (documentary/news report/commercial)
2. Start your own newspaper/newsletter/

magazine or journal

3. Create your own radio program on environmental issues and broadcast it to the school

FILM A VIDEO

Materials:

- At least one video camera (possibly two for editing)
- Tripod
- Blank video tapes
- Microphones (maybe)
- Possible editing suite (Students from a community college or university film studies program may be willing to work with your group on editing video footage.)

Video options

- a) Film a commercial or public service announcement on the merits of good environmental practices or create an imaginary product (like environmentally friendly transportation) and film a commercial about it.
- b) Film a news story on an event or issue (interview people involved or get some experts on camera).
- c) Film a documentary on an issue, highlighting research students have done on an issue of importance to them. A documentary is longer than a news story and often includes in-depth interviews.
- d) Film a short drama (this can be fictitious, but can illustrate points related to being kind to the environment).



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WE WANT CLEAN
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*Children's appeal to world
leaders*

Rio de Janeiro

1992

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CREATE A NEWSPAPER/NEWSLETTER

MATERIALS:

- Writing paper
- Pens
- Computer (possibly)
- Tape recorder (if doing interviews)
- Camera (if you want to include photographs)

Ideas for content:

- a) What your school is doing on environmental issues
- b) Editorial page (in an editorial is where you can take a position on an issue. This is also the page where letters to the editor are published.)
- c) Opinion columns/poems/short stories
- d) Crosswords/puzzles/games

CREATE A RADIO PROGRAM

MATERIALS:

- Tape recorder
- Microphone (maybe)
- Method of broadcasting program (school's PA system)

This could be a weekly radio program on various environmental or international issues, broadcast to the school at lunch hour or during morning announcements.

Ideas for content:

- a) Talk to students about their ideas on various environmental issues.
- b) Interview teachers about their perspectives.
- c) Bring in environmental experts and interview them about their views on environmental or international issues.



MISUNDERSTANDINGS DON'T EXIST. ONLY A FAILURE TO COMMUNICATE.

Senegalese proverb