

**AFRICAN UNION**

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**SPEECH BY H.E Mr. ERASTUS MWENCHA, DEPUTY CHAIRPERSON  
OF THE AU COMMISSION,  
ON THE OCCASION OF THE SIGNING OF PARTNERSHIP BETWEEN THE  
AFRICAN UNION COMMISSION AND AFRO FM 105.3 RADIO**

**Mr. General Director of AFRO FM ,  
Distinguished Commissioners of the African Union,  
Directors and Heads of Departments of the Commission,  
Madam Director of Information and Communication,  
Distinguished guests,  
Ladies and Gentlemen,**

I will begin by welcoming you all to the Headquarters of the African Union. It is my pleasure to preside at the signing ceremony of this partnership between the African Union and AFRO FM 105.3. The signing of a Partnership Agreement between the African Union Commission and the AFRO FM Radio gives me the pleasant opportunity to recall the political and ideological orientation of the African Union and its strategic objectives; to redefine the role Media and Communication in the popularization of noble ideals of the Pan African Organisation which is so dear, and finally, to express our admiration for the professionalism, the political commitment and openness to the modernity, multilingual and multicultural programs of AFRO FM that draws most of his working material in the wide range of African civilization.

Indeed, should I recall that, the vision of the African Union is to "build an integrated, prosperous and peaceful Africa, driven by its citizens and representing a dynamic force on the world stage." And no one can build an Africa driven by its citizens, if they do not have adequate, source and ground information. And for what else can one wish than a lasting partnership, strong, dynamic and beneficial, with actors who are at the heart of informing citizens, in this case AFRO 105.3 FM plays a crucial role.

This collaboration is crucial to dissemination of information, awareness raising and mobilization of the local population for overall objectives of the African Union. It will help meet the information needs of local people in particular and the international community based in Ethiopia since there is a huge demand for information on the African Union Commission. Indeed, it is necessary to enhance this potential reservoir for mobilization for African Union projects and take further the voice of the African Union. The African Union Commission, as part of its communication strategy, is committed to building a memorable partnership with public and private media with AU member countries to promote shared values and African unity.

Broaden the scope and value the ideals, messages, objectives and achievements of the African Union, is the potential for collaboration that we are about to establish. Africa has many shared values. These shared values are for the African Union as a catalyst for regional integration, which is one of the goals sought by the African Union. For these values to be known, they should be disseminated and shared widely by all means. Unity is the strength of Africa and communication is the key. The Commission therefore considers the increasing role of communication, media and therefore AFRO 105 Radio FM in the enhancement of regional integration; we are aware that a better understanding of the objectives of the African Union and its activities is necessary for African citizens to believe in the African Union and claim ownership of the Union as well as take active part in its activities.

The media is obviously vital in the work of disseminating our values, especially within the African Union Commission. Greater media involvement in the various

activities of the AU is clearly stipulated as a strategic communication tool. The Commission reaffirms its confidence in the media ability to disseminate true and positive information to educate the citizens and wave the negative image projected by the western media on Africa. Africa has a lot to sale and to promote. Its socio-economic and cultural development can be well package for news worthy broadcast. Radio is more than just a means for disseminating messages. It is a real way to establish a lasting relationship, directly with citizens. It is faster, less costly and more mobile than other media. Journalists are our allies and today it is the turn of AFRO 105.3 radio FM to bring its own contribution to the development efforts of the Commission.

This is an opportunity for the African Union to reaffirm and strengthen the media as privileged partners of the important task to be carried out by AFRO FM. Therefore, the partnership that we are about to conclude opens a real window to access to information on the AU for your respective radio programs and you can be assured of the Commission support through the DIC to facilitate your production needs for broadcast and dissemination.

**Long live the partnership between the AU Commission and AFRO 105.3 Radio FM.**

**Long live the African Union!**

**Long live Africa!**