

# Malawi's Star Radio rebrands to Timveni Radio

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One of Malawi private radio stations, Star Radio has re-branded to Timveni Radio following the purchase of the financially struggling radio station by Timveni Child and Media Organizations.



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The organisation also owns Timveni Television which is one of the few stations running on full programming basis.

"Timveni bought Star Radio in August 2015 to fulfill its goal of reaching out to as many youths as possible so that they be able to have a platform where they can realize their rights and participate fully in the national agenda," said Timveni Child and Media Organisation Public Relations Manager Ernest Makanda

"To achieve this, we applied for a radio and TV licence so that it could have platforms to achieve its vision and mission. In 2012 Timveni was granted a TV licence and immediately rolled out on the digital platform and later purchased Star Radio," said Makanda, adding that with the current setup, the radio will maintain all the Star employees but will only add some for quality output.

Makanda said although some radio stations have youthful programs, Timveni radio will be "entirely for youth as it is working with the youth groups established by the organization in all the district's in the country."

"Timveni radio is more youth focused, professional and has on board a creative, innovative and matured team to make the station the listener's choice and a strategic business partner. We will have a well researched, provocative, matured and professional programmes that are aimed at providing a platform for young people to participate in the national agenda through expressing their views on issues that concern them and engaging with other stakeholders to address all the issues," he said.

The radio is currently expanding its signal coverage across Malawi in order to reach out to a wider audience.

The Timveni Child and Youth Media Organisation uses radio and television to give a voice to Malawi's young people, especially girls, on children's rights.

The goals of the project are to help young Malawians make a difference in their own lives, create awareness about children's rights, and build the capacity of children/youth to increase their meaningful participation in advocating for the realisation of their own right.

Initiated in 2006 by Plan Malawi with funding from Plan Sweden and the United Nations Children's Fund (UNICEF), Timveni was launched as a Child and Youth Media Organization in 2011.

In 2012, Timveni was granted permission for its own child-run, child-focused television channel.

Until 2012, The Timveni Child and Youth Media Organisation focused on using radio as its principal media outlet, broadcasting on Malawi national radio.

A 30-minute programme focusing on children's concerns airs once a week on national radio.

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