



MINISTRY OF INFORMATION, PUBLICITY AND BROADCASTING SERVICES

KEYNOTE ADDRESS

BY

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**PERMANENT SECRETARY FOR INFORMATION, PUBLICITY AND
BROADCASTING SERVICES**

ON THE

OCCASION

OF THE

**30TH REGIONAL ADJUDICATION COMMITTEE (RAC) MEETING OF THE
SADC MEDIA AWARDS COMPETITION**

**CRESTA OASIS HOTEL, HARARE, REPUBLIC OF
ZIMBABWE**

24 JUNE 2025

Salutations

- The Deputy Minister of Information, Publicity and Broadcasting Services, Honorable Cde Dr Omphile Marupi;
- Secretary for Information, Publicity and Broadcasting Services, Cde Nick Mangwana;
- Head of SADC Communication and Public Relations Unit, Ms. Barbara Lopi;
- SADC National Media Coordinators;
- Distinguished members of the Regional Adjudication Committee of the SADC Media Awards Competition;
- Senior Government Officials here present;
- Members of the Fourth Estate;
- Ladies and Gentlemen, Comrades and Friends;

Distinguished guests, esteemed members of the Regional Adjudication Committee, and fellow participants,

Today, we gather to celebrate a momentous occasion – the 30th Regional Adjudication Committee (RAC) Meeting of the SADC Media Awards Competition. This milestone event marks three decades of recognizing excellence in journalism that promotes regional cooperation and integration within the Southern African Development Community. It underscores the pivotal role the media plays in shaping our region's future.

On behalf of SADC Chairman, His Excellency Cde. Dr. E.D. Mnangagwa, I invite distinguished RAC members to actively participate in this important mission. The SADC Media Awards Competition aims to appreciate and reward journalists from SADC Member States for their role in promoting SADC programs, projects, and developmental initiatives.

As we reflect on this journey, we're reminded of the power of words, images, and stories that have illuminated our path to progress. Each year, RAC meetings testify to SADC's commitment to promoting journalistic work. In an era of rapid change and global challenges, the media stands as a beacon of truth and a bridge between diverse cultures.

However, we also face contemporary challenges that require our attention. The rise of artificial intelligence and disruptive technologies has transformed the media landscape, presenting both opportunities and obstacles. The spread of fake news and misinformation threatens the very fabric of journalism, undermining trust and credibility.

In this context, the SADC Media Awards competitions are more crucial than ever. They celebrate our commitment to ideals that define us – sustainable economic growth, equitable development, and regional integration. The media's dedication to truthfulness, fairness, independence, and accountability fosters a sense of regional identity and purpose.

As we honor exceptional journalistic work, we must also acknowledge the need for innovation and adaptability. I challenge the media to harness the power of AI and digital technologies to enhance storytelling, fact-checking, and audience engagement. Let's work together to build a resilient media ecosystem that can withstand the challenges of fake news and disinformation.

Journalism is not just about reporting news; it's about shaping narratives that can transform societies. Let's continue to tell the stories of our region, highlighting the triumphs and challenges, the successes and setbacks. Let's use our words and images to inspire, to educate, and to ignite positive change.

Let us celebrate not just the awards but the spirit of unity and progress they represent. To the RAC, your dedication ensures merit and integrity remain at the heart of these awards. As we move forward, let the power of your words and images continue to drive positive change in Southern Africa. With that, I invite you to join me in declaring the 2025 30th Regional Adjudication Committee Meeting of the SADC Media Awards Competition open.

I Thank You.

Merci Beaucoup.

Muito Obrigado.

Ndatenda.

Ngiyabonga.

Twalumba.

Asante Sana.