

Event Report





**#RadioChangeTheWorld**

Kids take over community radio in.....

...Ontario

"Advice I have for grown ups. Though you are older and wiser and you do have more experience in life, life is just not the same for this generation. Maybe you could take it from the point of view us so you can understand and empathize why we do the things we do."

-Dayva of Black Girls Magazine and Radio

**#RADIO CHANGE THE WORLD**

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Kids take over community radio in.....

...Manitoba

Manitoba's Youth In Care 'EMPOWERING YOUTH'

"I have been in and out of care since infancy, I didn't understand what was happening to me and my family. When I was 8 I was separated from my brothers and I just sat in silence and waited to go home, but I didn't know when that might be. At my foster home they didn't know anything about my traditional background."

-Naliyah reflecting on being in care on System Kids

**#RADIO CHANGE THE WORLD**

Radio Change the World was a national day of broadcast that highlighted child rights issues and amplified youth voices through community radio across Canada, on National Child Day. The broadcast took place on the noon of Nov. 20 until the end of Nov.21. In association with Provincial/ Territorial Advocates Offices for Children and Youth, one station from each province or territory produced about 30 minutes to an hour of content for the initiative. Each piece of produced programming was shared to a total of 18 member stations of the National Community Radio Association that participated in broadcasting for the initiative. Furthermore, following the national days of broadcast, on Nov.22 an event was held in Ottawa, by Senator Jim Munson, to celebrate National Child Day. The event consisted of breakfast in the Senate Foyer of the

Parliament building, along with important community members in the local area. CJRU 1280AM was invited to the event to share some clips from the Radio Change the World broadcast, through listening stations in the Senate Foyer. Not to mention, a Ryerson student musician, Karis Redwood, was sent to this event to perform an original song, which also was the theme song for Radio Change the World. All in all, two Ryerson students were chosen to travel to Ottawa and network with government officials, local community members, and to help promote the initiative as a whole.

This event also utilized the power of 4 FCAD students (Karen Young-RTA, Michelle Song, Brenda Molina-Nevidad, Noah Sniderman) to coordinate and produce local programming for Radio Change the world. Additionally, it was featured in Ryerson Today, and was widely shared by the Advocate's offices across Canada, the Senate accounts, the National Community Radio Association, UNICEF and several member radio stations across Canada.

A group of three students from CMN288 also coordinated the student social media plan (Kasra, Isabella, Morgan). As a result, CJRU utilized social media as one of its biggest promotional tools for this initiative. Three Ryerson students managed all three CJRU social media platforms (Twitter, Facebook, Instagram) and developed specific content for the three days. One of the key success elements throughout our social media campaign was the consistency of each post and time that they were posted. Throughout the outset of our campaign times were chosen to allow for the best reach of followers and viewers. These times were found in the morning as many individuals check their phones as they awake and then during lunch and after work around 5pm. Some ways in which we used the element of consumer insight was through hash tags such as #WorldChildrensDay, #UNICEF, etc. Using these hash tags allowed more individuals to view our posts and tune into the different radio shows being featured from our social media platforms.