

Presenting “**Growing Up Well**” a quality edutainment radio program for our children

Wouldn't it be nice if you could switch on your local television or radio and your children and teenagers had wholesome educative and entertaining programs to keep them occupied for a few hours? Keeping our children and youth positively engaged after school and home work is a serious ongoing concern in Nigeria today. Let me share with you three true life stories to illustrate the impact of quality edutainment through radio and television.

Story One: The power of radio/audio

One of the first form of educative material my first child was exposed to has a baby was an AUDIO DISNEY MICKY MOUSE SING ALONG CD that came in a carton of diapers. We played that CD until it cracked. He loved it! One of the title tracks was the popular song “If you're happy and you know it clap your hands” We noticed that the CD was stimulating him to clap, talk and dance. Liking what we where seeing we bought more educative age appropriate CDs. By the time he was ready for school his teachers were shocked by how much he knew and what he could to say and do.

Story Two: The power of television

One of my brothers recently shared a story from his office about a colleague who was complaining that her young child never gave her breathing space. As soon as she came back from work, the young girl would follow her everywhere around the house until bedtime. Now she loved her daughter dearly but she needed some time for herself to rest and attend to other things in the house. My brother asked her if she had cable and she answered yes. He told her why not put on one of the many children friendly channels for her?

She said she didn't know that they were such available. By Monday morning she was all smiles. She reported that the first time she put on one the children channels she didn't hear from her daughter for close to two hours! And a few weeks later she reported her daughter was not only having fun but she was learning. She could now recite her A,B,C her 1,2,3 and colours and so much more.

She my brother's friend is lucky she can afford cable. Apparently only 2% of Lagosians can. So what is happening to the remaining 98% and indeed the rest of Nigeria? What is available to educate, inform and entertain these other children positively?

Story Three: Local content

My then young son came back from school one day singing “Pawpaw is a kind of fruit” I had never heard the song before and it was nice to hear a home grown 100% Nigerian nursery rhyme come out of his mouth. And why not? The foreign ones are nice, but he is not a foreigner he is Nigerian and should gain knowledge about his own country, history and culture. Our much of such is available on our radio or television stations for our children to learn and enjoy? Our children can and will enjoy local programs produced specifically for them because we (adults) do. Think Nollywood and our local home grown music and you would know that that it is true.

So what am I trying to say with these illustrations?

Currently on our traditional television and radio stations you can hardly find programs dedicated to youth and children edutainment. In the few stations that do have them they are aired for a maximum of thirty minutes after which the remainder of twenty two hours is spent on adult-themed distraction.

I want to revive family entertainment in Nigeria. My goal is to produce radio, TV and internet programs that have both entertainment and educational value, with a strong emphasis on education.

The next generation of Nigerian children and youth can be shaped positively by simply ensuring that they listening and watching the right thing at all times. So the mission is to create the right programs and make it available to them.

Growing Up Well is just one of many programs I have started developing for our children. Click on the link below to listen to a five minute sample episode of the program. This particular series focuses on teaching children good values like hard work and honesty.

https://onedrive.live.com/redirect?resid=6A5F287AE1E354EB!1740&authkey=!ANwtQYc-3sL_k0U&ithint=folder%2cmp3

There are thirteen episodes in total. I hope to be given the opportunity to come and present it as a viable idea at the Pitch fest.

Thank you

Nneamaka Ugbomah

augbomah@beautifularte.com