Media is a crucial player in conflict situations, capable of both inciting violence and catalyzing positive change. Search for Common Ground (Search) is a recognized pioneer in using media to promote peace and stability in conflict-ridden communities.

Search has been working in Rwanda since 2006 as part of our broader Great Lakes strategy to bring solutions to regional and national conflicts, while promoting greater cooperation and understanding across borders. Our work in Rwanda has two main objectives: to promote constructive and collaborative dialogue within Rwanda and the wider Great Lakes region, and to reinforce media capacity to address conflict issues with accuracy, impartiality, and responsibility. In order to carry out this work, during the past decade Search has developed solid partnerships with local media outlets, including private and community radio stations throughout the country, as well as TV10, RBA's Radio Rwanda and institutions such as the Rwandan Media High Council and the Rwanda Media Commission, responsible for media self regulation in Rwanda.

The primary aim of our media productions is to inspire solution-oriented conversations to find a common vision of a peaceful future. Our radio and TV programming works to challenge stereotypes, model cooperation, and encourage discussion. Media programs are consistently evaluated to ensure that the intended message is effective in transforming audience attitudes and behaviors. Working to establish sustainable frameworks of communication, we offer training to writers, producers, and broadcasters in conflict-sensitive media practices that focus on a search for solutions, framing differences of opinion in a nuanced, constructive and nonviolent manner. In addition to traditional media, Search has successfully developed other innovative communication approaches to address issues prevalent in the region, such as multimedia campaigns (SMS, social media), comic books and participatory theatre.
**RADIO**

In many countries where technology is limited and illiteracy rates are high, radio serves as a community’s lifeline for information. Search harnesses the power of radio to transmit socially-engaging, positive programming. By training local journalists and building the capacity of community stations, regional production and networks, we promote sustainable and locally-owned transformation of the airwaves. The following are some successful examples of the radio programs we have produced in Rwanda:

- **Génération Grands Lacs** is a radio talk show produced with local radio stations in Rwanda, Burundi, and DRC. Since it first aired in 2006, it has connected and inspired a generation of Rwandan, Burundian and Congolese university students to support peace and collaboration between their countries.
- **Ubutaka Bwacu** is a live "call-in" format where listeners ask their land-related questions to a panel of government representatives and law experts. Broadcast in Kinyarwanda, it has covered topics ranging from expropriation, land law, land registration, and specific land conflicts related to marriage and divorce, connecting citizens with their policy and decision-makers on key land issues of importance to them.
- **Ni Nyampinga** was an interactive radio magazine made for girls and by girls in Rwanda. In a country where mass media was used to incite hate speech, the same airwaves spread a different message. A team of diverse young female journalists communicated themes of cooperation and female empowerment. Focusing on girls aged 10-19, the program gave girls the confidence and ability to take control of their lives through education, economics, and health advice.
- **Akazi Kanoze** was a radio drama produced between 2011-2013 in partnership with EDC to disseminate messages to promote livelihood development for young people in Rwanda. This radio drama was part of the EDC’s USAID-funded Livelihood Skills Development Project.
- We also support radio programs produced by partner radio stations. Through regular coaching and equipment support we empower community radio stations to produce quality radio programming addressing sensitive issues for a local audience. Three of our partners are Radio Izuba, Radio Isangano, and Radio Ishingiro.

**TELEVISION**

Search’s Common Ground Productions’ TV programs use drama and popular culture to inspire individuals from conflict torn areas to work together as they rebuild a more cohesive society. In Rwanda, Search produced a two-season reality TV show, **Zamuka**, promoting youth entrepreneurship as a livelihoods alternative to land—which is becoming more and more scarce. The show followed the entrepreneurial journey of three young Rwandans, was well received by the audience, who overwhelmingly found the show relevant, citing reasons such as the practicability of the messages shared on the program in addressing local problems and the simplicity of the messages that highly integrated local content.

**MOBILE CINEMA**

Mobile Cinema brings portable screens and projectors to rural settings where access to a TV is limited. At the moment Search in Rwanda is organizing mobile cinema screenings of a documentary about traditional land mediation. Viewings are followed by facilitated discussions so that the community can dig deeper into the issues portrayed in the film and voice their own concerns and problems related to land conflict.

**ABOUT SEARCH**

Founded in 1982, Search is an international conflict transformation organization that works in 45 countries across Africa, Asia and the Middle East. We have extensive expertise in fostering *vertical communication* (from the government to the people and from the people to government) and *horizontal communication* (across society, from one community to another) across political, religious and ethnic dividing lines. Search has been credited for shifting the media landscape in the Great Lakes in the 90s, including in Burundi where its Studio Ijambo played a key role in improving standards for reporting, and creating a new dynamic with the political elite.