



WORLD RADIO DAY

Proclaimed in 2011 by the Member States of UNESCO, and adopted by the United Nations General Assembly in 2012 as a UN International Day, February 13 became World Radio Day (WRD). The proposal was made by the Kingdom of Spain at the initiative of the Spanish Academy of Radio.

Radio is a powerful medium for celebrating humanity in all its diversity and constitutes a platform for democratic discourse. At the global level, radio remains the most widely consumed medium. This unique ability to reach out the widest audience means radio can shape a society's experience of diversity, stand as an arena for all voices to speak out, be represented and heard. Radio stations should serve diverse communities, offering a wide variety of programs, viewpoints and content, and reflect the diversity of audiences in their organizations and operations.

Radio continues to be one of the most trusted and used media in the world, according to different international reports.

What was the original idea behind World Radio Day?

World Radio Day (WRD) was proclaimed by the UNESCO General Conference at its 36th session in 2011 and adopted by the 67th session of the United Nations General Assembly in 2012. The date set aside was 13 February, which is the anniversary of the creation of United Nations Radio in 1946.

World Radio Day is the result of an extensive consultation process involving all the stakeholders: radio broadcasting associations; public, commercial, community and international radio stations; institutions, the United Nations agencies, programmes and funds; NGOs; universities; bilateral development foundations and agencies, as well as National Commissions for UNESCO and Permanent Delegations representing its Member States – regarding a proposal put forward by the Spanish Radio Academy.

What is the aim of World Radio Day ?

World Radio Day is an opportunity to celebrate radio as a medium. It is a chance to promote international cooperation between radio broadcasters, to encourage major networks and local radio stations to foster access to information and freedom of expression.

World Radio Day has a number of objectives, namely: to raise awareness among the general public and the media about the value of public service audio; to encourage decision makers to promote free, independent, pluralistic radio and to strengthen networking and international cooperation between broadcasters.

What arrangements have been put in place?

Anyone across the world wishing to celebrate World Radio Day may broadcast dedicated radio programmes or audios, or hold events. UNESCO coordinates the worldwide observance, bringing together international and regional broadcasting organisations in choosing the theme for the year, rallying private, public, and non-profit radio stations and professionals behind the year's theme, offering copyright-free content that may be shared or broadcast, as well as making widespread use of social media and a dedicated website for radio stations' virtual participation.

What sets radio apart as a medium?

Radio is a low-cost means of communication, not only especially suited to hard-to-reach communities and groups of society but also tremendously endeared to listeners worldwide for in-car listening, for real time weather or sports updates, for company deep into the night, and much other. Radio gives everyone, no matter what their level of education, a chance to join in. Furthermore, radio also is essential in emergency situations for access to trusted information even today since disasters may hit infrastructure or electricity and thereby bring to a halt other communications systems, such as Internet provision. Radio

services evolved and are presently metamorphosing using digital technologies e.g., they become Visual Radio or multi-platform, offer their shows as podcasts or create audio series, giving listeners increased freedom on the choice of time and device to listen from.

A specific theme is chosen for each edition:

2024 – Radio: A century informing, entertaining and educating

2023 - Radio and Peace

2022 - Radio and Trust

2021 - New World, New Radio

2020 - We are Diversity, We are Radio

2019 - Dialogue, Tolerance and Peace

2018 - Radio and Sports

2017 - Radio is You

2016 - Radio in Times of Emergency and Disaster

2015 - Youth and Radio

2014 - Radio and Gender Equality

2013 - Radio in the First Half of the 20th Century

World Radio Day 2012

More information:

<https://www.unesco.org/en/days/world-radio/history>

<https://www.academiadelaradio.es/wrd/members.html>