

# A World Radio Day Feasibility Study

## Full Report

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### Table of Contents:

<b>1. Introduction .....</b>	<b>1</b>
Background .....	1
Scope and Purpose.....	1
Methodology and Responses .....	2
<b>2. The Desirability of a World Radio Day .....</b>	<b>4</b>
<b>3. Objectives and Anticipated Results .....</b>	<b>6</b>
<b>4. Proposed Date and Justification .....</b>	<b>8</b>
<b>5. Elements of a Programme for celebration.....</b>	<b>11</b>
Proposed Activities in General .....	11
Sector Specific Activities.....	12
Potential Themes .....	13
<b>6. Stakeholder Interest in participating .....</b>	<b>15</b>
Support in principle .....	15
Committing Time and Resources.....	16
Interest in Selected Actions .....	17
<b>7. The Role of UNESCO and the United Nations .....</b>	<b>19</b>
<b>8. Summary Conclusions.....</b>	<b>21</b>
<b>Annexes:.....</b>	<b>23</b>
<b>Annex 1: Proposed dates for World Radio Day .....</b>	<b>23</b>
<b>Annex 2: Comments on Activities for a World Radio Day .....</b>	<b>25</b>
<b>Annex 3: Suggested Activities by Sector.....</b>	<b>28</b>
<b>Annex 4: Additional themes suggested by respondents.....</b>	<b>37</b>

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### 1. INTRODUCTION

#### Background

Following a petition from the Academia Española de la Radio, Spain on 20 September 2010 requested that the 187th session of the UNESCO Executive Board include an Agenda item on the proclamation of a World Radio Day. To facilitate a decision the Chairperson of the Executive Board requested UNESCO's Secretariat to undertake the required feasibility study on the matter.

After a call for tenders for the feasibility study, the authors were contracted to undertake the work. The central part of this project comprised an extensive consultation process, the results of which are presented here.

Separately from this consultation process, the Academia Española de la Radio sought endorsements for its World Radio Day proposal. As of 25 July 2011 the Academia had posted letters of support from forty-four broadcasters and broadcast associations on its World Radio Day website.<sup>1</sup>

#### Scope and Purpose

The scope of the consultation included international, regional and national broadcasters across community, commercial and public service sectors, as well as their unions and associations; UNESCO National Commissions and Delegations; relevant NGOs, radio scholars, and UN and other intergovernmental agencies. The goal was to gather and explore their views on:

- a) The desirability of proclaiming a World Radio Day
- b) The objectives of such a proclamation and the results they expected to follow;
- c) Possible dates for a World Radio Day and their justification;
- d) Elements of a programme for celebration, and the follow-up required and that could be anticipated especially among broadcast organisations and unions;
- e) The role of UNESCO and/or the UN in the promotion of such a day.

This comprises the report of that feasibility study and is organised as follows:

**Section 2** below outlines whether stakeholders consulted believe that a World Radio Day has a positive contribution to make in the context of the UN Charter and goals;

**Section 3** covers potential objectives of a World Radio Day, and what it might achieve;

**Section 4** broaches the question of an appropriate date on which to celebrate such a day;

**Section 5** sets down ideas on how a World Radio Day might be celebrated in practice;

**Section 6** focuses on the level of interest expressed by stakeholders in participating;

**Section 7** looks at the potential role of UNESCO, of the wider United Nations system and of their stakeholders.

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1 <http://www.worldradioday.org/>

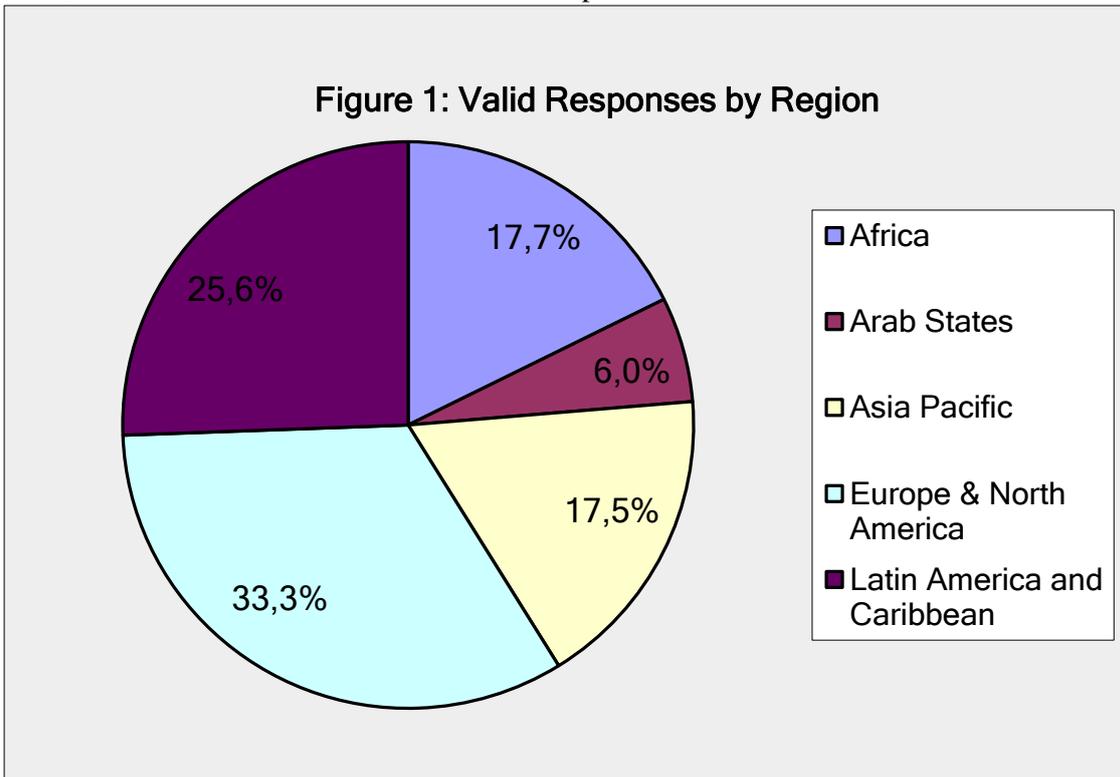
A number of Annexes present supplemental information and results in more detail.

**Methodology and Responses**

The primary consultation instrument was an online survey comprising a set of 16 questions. Most were in the form of multiple choice options, but ample opportunity was also given to respondents to answer in their own words. Invitations were distributed by email to a combination of personalised and sector-specific stakeholders.

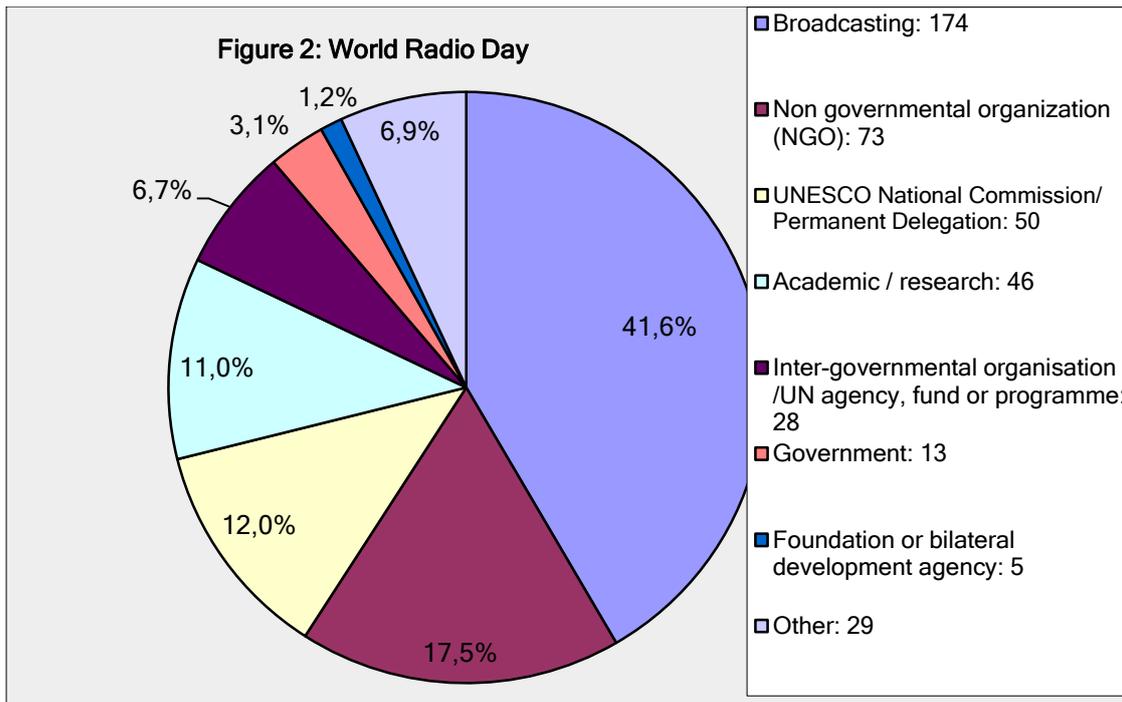
A total of 1,168 invitations were distributed in late May 2011, including 190 to National Commissions for UNESCO and 191 to Permanent Delegations. In all, 369 broadcaster representatives were invited, including 199 from public/state broadcasters, 48 international broadcasters, 31 private and community broadcasters and 91 broadcast unions and associations. Nineteen international broadcast unions or associations, representing public, private and community sectors, were also invited to forward the survey to their members, further extending the effective invitation list.

By the cut-off date of 22 June, a total of 429 responses had been received. After cleaning the data, eleven were eliminated to leave a valid response of 418.



These came from altogether 114 countries, across all regions. Figure 1 classifies them according to UNESCO’s five regions suggesting a reasonable return from each.

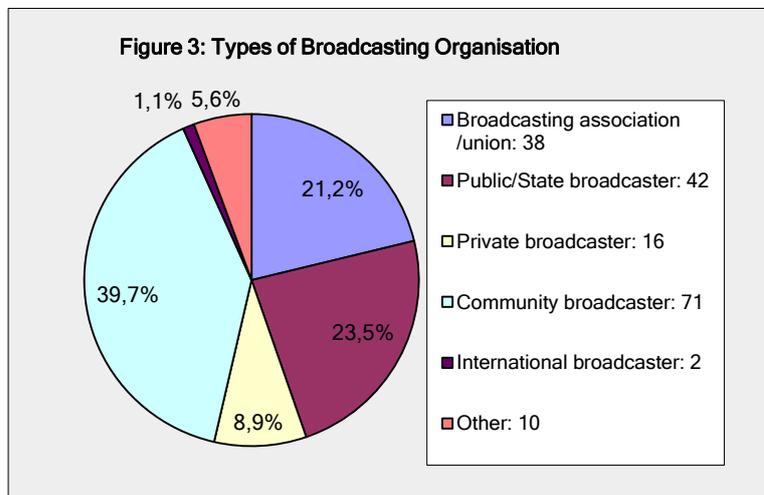
The sectoral breakdown in Figure 2 shows that the largest single group responding was broadcasters and their associations, followed by NGOs.



UNESCO National Commissions and Permanent Delegations to UNESCO together came to 50, comprising 34 and 16 respectively.<sup>2</sup>

The largest group among those classified as ‘other’ comprised independent regulators, with a total of seven responding.

The broadcaster group was asked to differentiate themselves further, illustrated in Figure 3.



Community broadcasters comprised the largest group with 71 responding, followed by public or state broadcasters with 42, then private broadcasters with 16.

A total of 38 broadcast associations or unions engaged with the consultation.

A further question revealed that about two thirds (65%) are involved exclusively in radio, and most of the rest (31%) in both radio and television. The remaining 4% are in television alone.

<sup>2</sup> Given the relatively small number of these, and especially of Permanent Delegations, results must be treated with caution especially where cross-tabulations are used.

## 2. THE DESIRABILITY OF A WORLD RADIO DAY

Respondents were asked if they agreed or disagreed with the following statement:

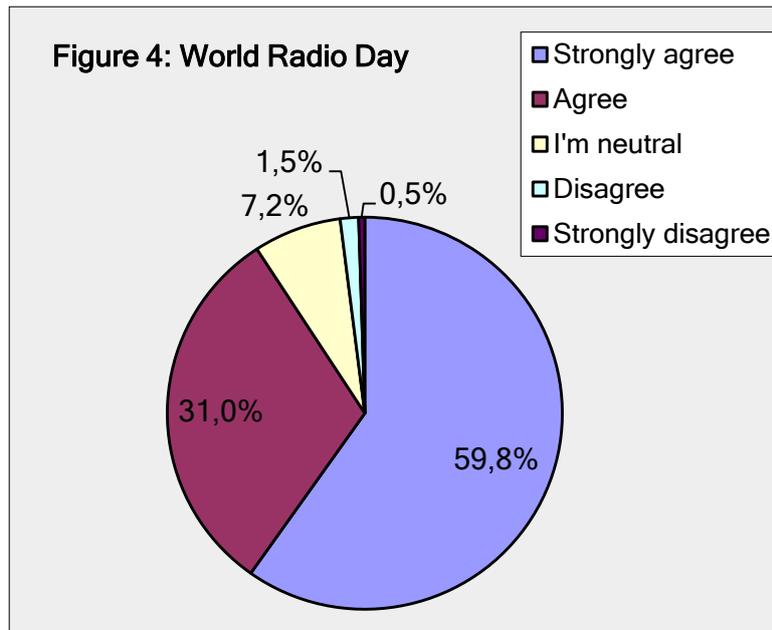
*A World Radio Day could contribute to the achievement of the purposes of the UN Charter and promote awareness of and action upon important political, social, cultural, humanitarian or human rights issues.*

In all 96%, a total of 403 organisations, answered the question.

Rated on a five point scale, responses were overwhelmingly positive. A total of 91% (366) expressed agreement,<sup>3</sup> with 60% (241) in strong agreement. Just eight respondents expressed disagreement (2%), two of them strongly. A further 7% (29) were neutral.

This represents a very strong endorsement of the claim that a World Radio Day could achieve the objective stated i.e. *contribute to the achievement of the purposes*

*of the UN Charter and promote awareness of and action upon important political, social, cultural, humanitarian or human rights issues.*



Support for a World Radio Day was strong in all five UNESCO regions. 97% of the respondents from Africa either agreed or strongly agreed with the statement, 100% of those from the Arab States, 97% from Asia and the Pacific, 83% from Europe and North America and 91% from Latin America.

Within this generally high level of endorsement, there are some variations:

- Although 90% or more of all broadcaster organisation types were in agreement, somewhat fewer public/state and private broadcasters expressed strong agreement (50% and 56% respectively) than did community broadcasters and broadcast associations and unions (69% and 74% respectively)
- UNESCO National Commissions and Permanent Delegations declared themselves neutral on the question at about double the average rate (16% compared to a 7% average), and their level of agreement was also weaker: 47% of National Commissions and 39% of Permanent Delegations strongly agree with the statement, rising to 75% and 70% respectively when those expressing agreement are added.
- Other intergovernmental organisations, UN agencies, funds or programmes also expressed a below average level of agreement, with 46% in strong agreement and 79% were in agreement in general.

<sup>3</sup> In general, use of the terms "express agreement", "agree" etc. refers here to an aggregate of those who selected "strongly agreed" and "agreed"; and applies *mutatis mutandi* to the terms "express disagreement", "disagreed" etc..

Respondents were also asked to comment on the issue, and a total of 97 did so, offering some insight into the rationale for their answer, positive, negative and indifferent.<sup>4</sup>

With some interpretation, almost all their comments can loosely be sorted into those that:

- a. Emphasise the value of radio, thereby implying support for a World Radio Day (38);
- b. Explicitly support the idea of a World Radio Day, some giving reasons (45);
- c. Offer suggestions about how to implement a World Radio Day (24);
- d. Reject or have strong reservations about a World Radio day (19);
- e. Suggest an approach to celebrating radio other than designating a new observance day (6).

Numbers in brackets represent comments, and are approximate. Many comments also covered several of these.

In relation to this question, and to a lesser extent in others, respondents showed a tendency to comment beyond the scope of the issue raised, and to express opinions more relevant to other aspects of the consultation. For this reason, comments of type a) are summarised very briefly in this section, while more attention is given to comments of type d), the latter being directly relevant to the question posed. Comments of type b), where they specify anticipated results, are presented in Section 3. Type c) comments are covered in Section 5. And comments of type e) are presented in Section 4 below.

A large majority of stakeholders point to the virtues of radio, the same factors coming up again and again. These ranged across:

- its low cost to users and to achieving coverage from local to regional;
- its particular value for use among poor, illiterate and rural people;
- special potential benefits for women; and
- its value as a tool for education, development, policy implementation, democracy, denouncing injustice and ensuring a plurality of voices.

There is little doubt that the vast majority of stakeholders regard radio as a critically important medium in a huge range of areas – including even those who are less inclined to support a World Radio Day. A few also argued that its potential is not yet fully realised and that further effort is thus justified.

Reservations expressed concerning a World Radio Day, though in a small minority overall, are of particular interest. They include concerns on the value of radio, regarding the proposal as presented in the survey instrument, and that additional actions are needed to succeed.

- Television has a more universal impact, and a closer relationship with UN Principles;
- There are already too many UN days;
- The formulation is unclear;
- It is too general and vague;
- The precise objectives are not clear to me;
- The link between the UN Charter and the World Radio Day is not clear;
- It is not enough to simply fill a day on the UN Calendar; other continuous permanent actions from the UN are needed;
- A more sustained campaign is needed to achieve its goal.

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<sup>4</sup> Some comments referenced in this report have been edited, for clarity, and translated from French and Spanish.

### 3. OBJECTIVES, AND ANTICIPATED RESULTS

The survey suggested a number of possibilities in terms of the objectives of a World Radio Day. These were (numbered as in Figure 5):

1. *Provide a networking focus for radio proponents and practitioners worldwide, to exchange ideas, experiences and resources.*
2. *Raise the profile among the public about the value of radio and how they can support it.*
3. *Highlight a selected issue(s) each year to radio practitioners and the public, galvanising otherwise dispersed support*
4. *Encourage decision-makers to develop, establish, and provide access to radio.*

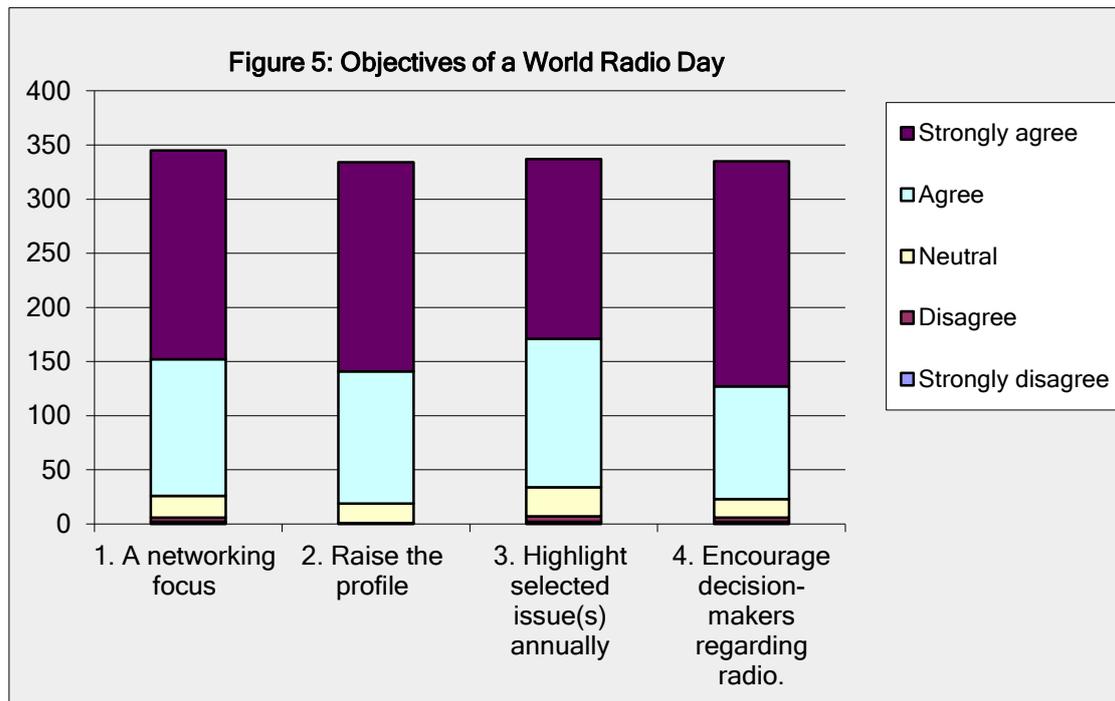


Figure 5 shows a high level of support for each of them, displaying only marginal differences between the four. But some contrasting views were found between groups.

- Differences emerged between global regions in terms of the *overall* level of agreement. The Arab States more strongly endorse all four objectives, followed closely by Africa; and Europe and North America express lower general levels of agreement. But nowhere does agreement slip below 85% on any of the four objectives, and no significant regional variations are evident regarding each individual Objective.
- Both UNESCO National Commissions and Permanent Delegations were less enthusiastic about Objective 4, but Permanent Delegations also expressed a significantly lower than average level of agreement regarding Objectives 1 and 2. These results probably relate to their lower level of certainty concerning the contribution that a World Radio Day might make, seen in the previous section.

Many if not most of respondents' comments, of which there were 65 in all, came in the form of actions (these are covered in Section 5 below). But some potential goals for a World Radio Day were also put forward including the following. To:

- Encourage the creation of new radio channels by peasant, indigenous and community organisations;
- Raise awareness of the need to empower civil society on the Right to Communicate;
- Reaffirm the right to communicate that all men and women can exercise through radio;
- Enhance the value chain of agriculture through the dissemination of radio;
- Promote the use of radio as a cost-effective and versatile development tool;
- Reaffirm that spectrum is a common good, and a common space for all;
- Strengthen opportunities for new and innovative radio projects and programming that further social change;
- Position radio on the forefront of the communication of the future, thanks to its flexibility, resilience, accessibility, reliability;
- Develop synergy among the objectives and programmes of UN institutions and agencies, to promote human and citizen's rights.

Drawing on comments from respondents supporting the value of a World Radio Day (in Section 2 above), the following can be added concerning its potential achievements:

- Reinforce awareness of radio;
- Encourage governments and politicians to support the proliferation of community radio in rural areas;
- Reinforce the identity of community broadcasters worldwide;
- Offer an opportunity for broadcasters to highlight their concerns;
- Increase awareness of radio especially public service broadcasting;
- Open up spaces for reflection on a large number of important social, cultural and human rights issues;
- Evaluate how far the goals of the UN Charter, including gender mainstreaming in media, have been achieved;
- Support radio in countries without strong broadcaster associations to promote and advocate for community radio, where legal and regulatory environments are unfriendly;
- Act as a stimulus to bring about international friendship, brotherhood, cooperation, peace and progress across all sectors of society.

#### 4. PROPOSED DATE AND JUSTIFICATION

The consultation process regarding an appropriate date on which to celebrate a World Radio Day was always going to face a dilemma.

Relying solely on unprompted suggestions from respondents would have yielded a limited and somewhat arbitrary result since most respondents would not immediately associate radio with any particular day of the year. An adequate answer would therefore have required them to undertake some research. On the other hand, offering a number of options with which respondents could agree or disagree would inevitably bias the response towards those options, and away from dates not included.

A two stage process can to some extent resolve this dilemma, the first seeking suggestions from all stakeholders, and the second asking them to rate these. However there was insufficient time available to undertake this. Furthermore, it should be borne in mind that those who might be charged with organising the celebration of a World Radio Day may legitimately bring additional criteria to the selection process than those applied by wider stakeholders. For instance certain periods during the year are better than others for putting matters before the public eye; and there may also be relationships to other Observance days that should be taken into account. Indeed these, and other points, were raised in the comments by respondents.

Thus the results of the consultation process cannot claim to accurately represent the fully informed views of respondents, and nor are they intended to. But they do yield what is needed: a range of possible days for consideration, and the various factors that might inform a final decision.

In the end three optional dates were presented with which respondents could agree or disagree. At the same time respondents were also strongly encouraged to suggest their own day, giving the rationale.

The three options were:

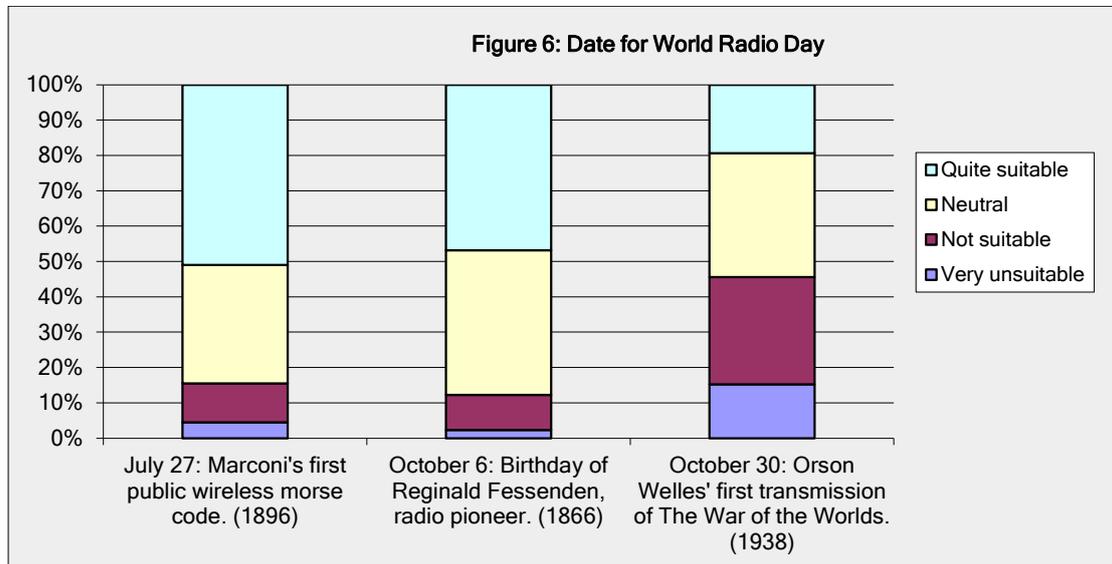
- July 27:** Marconi's first public wireless transmission of Morse code. (1896)
- October 6:** Birthday of Reginald Fessenden, inventor of audio broadcasting and radio pioneer. (1866)
- October 30:** The day Orson Welles' famous *The War of the Worlds* radio play was first broadcast in the USA. (1938)

A common criterion is that none of the three is already designated as a UN Observance day, since that might weaken the impact and resources available to celebrate it.

The first two were selected by the authors as representing key dates in the development of radio – though other dates could have been proposed since there is no consensus regarding a key milestone of the foundation of radio. The third was favoured by the original proposer of a World Radio Day, the Academia Española de la Radio, and the Academia had already gained considerable support for both the idea and the date suggested.

Figure 6 below shows the preferences expressed among the three proposed dates.

A total of 72% feel that July 27<sup>th</sup> (Marconi) is suitable or very suitable; 67% feel the same about October 6<sup>th</sup> (Fessenden); and 36% opt for October 30<sup>th</sup> (Welles). A statistically significant result is that October 30<sup>th</sup> is felt to be unsuitable or very unsuitable by over one third (36%), compared to about 8% regarding either of the other two dates. A few comments point to concerns over too strong a focus on the English speaking world; and that it might be seen as an example of radio “duping” the public.



A total of 59 comments were received. Annex 1 contains a summary of each date proposed in the comments, as well as detailed results for the three options above. They include: November 30<sup>th</sup>, the birth date of Jagadish Chandra Bose, the first to demonstrate remote wireless signalling and to use the semiconductor to detect radio signals (1858); 27 August (1920), recognised as Argentina's first public broadcast and the official Day of Radio broadcasting in Argentina; February 13<sup>th</sup>, the anniversary of the establishment of United Nations Radio; and celebrating World Radio Day on May 17<sup>th</sup> alongside World Telecommunication and Information Society Day (also see below).

A number of potential criteria by which, in the opinion of stakeholders consulted, an appropriate day might be selected emerged from the comments:

- The date should not emphasise too heavily any particular region, language or culture, especially the English speaking western world;
- It should be associated with positive characteristics of radio, such as defending human rights and promoting communication rights and development, and avoid negative associations or merely technological milestones;
- It should emphasise the unique and ongoing value of radio over other media, for instance that it can be deployed by almost anyone, or that radio remains the best means to reach many Africans as the internet still has some work to do;
- It should take into consideration other factors that would influence its potential for success such as holiday periods (e.g. on 27<sup>th</sup> of July most of the Northern hemisphere is on holidays).

Some of the above factors could, of course, be addressed not just by the date, but by a theme selected for the celebration or by activities implemented during the celebration itself.

The following comments propose alternatives to declaring a new World Radio Day while retaining the idea of a specific date within UN Observances, drawing on comments to the question covered above in Section 2 on the desirability of a World Radio Day:

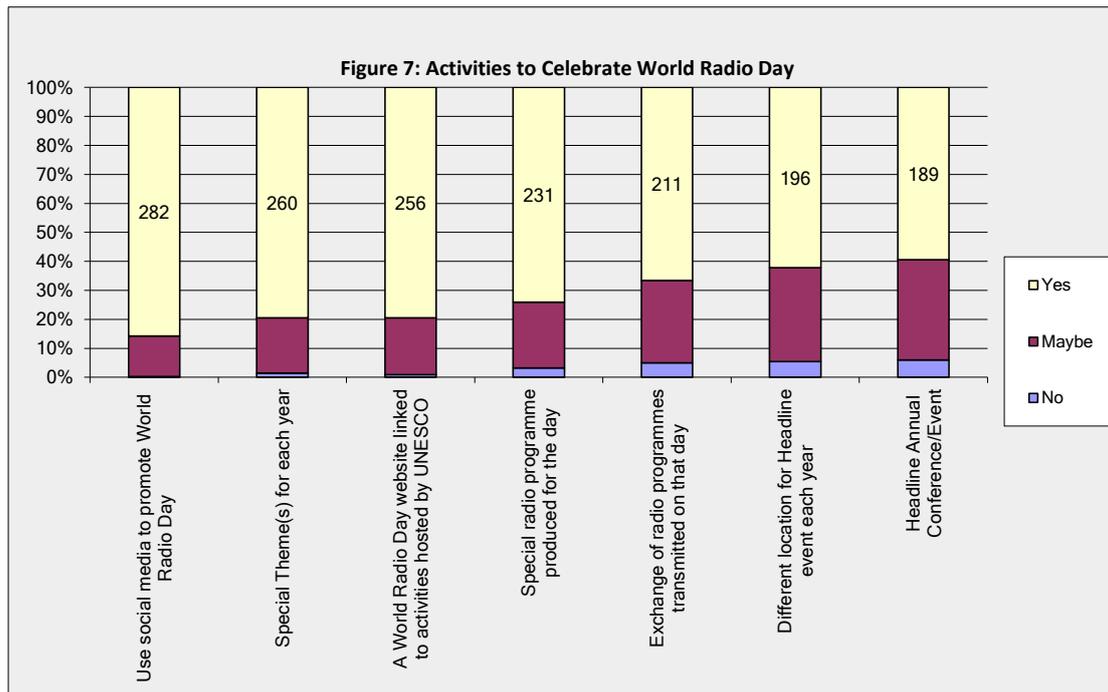
- It could be implemented as a Theme of World Press Freedom Day in a selected year;
- World Information Society Day is the best event to emphasise all aspects of an inclusive knowledge driven society, and that day could emphasise radio;
- More important is freedom of expression via the various media, for which a World Day already exists;
- While Observance of the World Radio Day is necessary, before that there is a need to strengthen World Press Freedom Day and World Information Society Day as they serve almost the same purpose;
- UNESCO's IPDC already promotes mainly radio, and a new Day should encompass all "airwaves", including radio, television and cyberspace.

## 5. ELEMENTS OF A PROGRAMME FOR CELEBRATION

### Proposed Activities in General

A review was undertaken of other UN Observances, in order to identify potential activities that would support the successful celebration of a World Radio Day. Respondents were asked to indicate whether or not they believed each would contribute positively, answering ‘yes’, ‘no’ or ‘maybe’ to each.

The Chart below indicates the results.



The *Use of social media to promote World Radio Day* emerges as the first choice; followed by the *Selection of a special Theme to be celebrated each year*, and by the idea of a *Website linked to activities hosted by UNESCO*. However, the spread of opinions is not great, ranging from 60% approval for the lowest to 86% for the highest.

No major regional or sectoral variations are evident.

Respondents were, under this question, also invited to suggest additional activities.

Five suggested variations of annual prizes or awards, for example, for outstanding radio broadcasters, for the most innovative/effective use of radio to achieve World Radio Day objectives, or to recognise a country for legislation that promotes pluralism of the airwaves. Such an award could be modelled on the Guillermo Cano World Press Freedom Prize, awarded annually by UNESCO to honour a person, organisation or institution that has made an outstanding contribution to the defence and/or promotion of press freedom anywhere in the world. One also suggested that students could be encouraged to produce and enter radio programmes in national competitions promoted by broadcasters.

Several highlighted the importance of training and media literacy, suggesting that the day could be used to launch free “virtual” radio training courses certified by UNESCO; or that

UNESCO might collect and disseminate examples of ways in which radio broadcasts have been used for both positive and negative ends.

Additional suggestions from comments to other questions in the survey included:

- Use World Radio Day to educate the world about a UN theme in hundreds, maybe thousands, of original and short (one minute) audio productions. Each radio station produces one and contributes it into a worldwide audiopool. Each station broadcasts as many from the pool as it likes. Maybe make it a contest.
- Use it as an occasion to review each country's legislation in relation to allowing a greater plurality of radio media.
- Create an international fund for legal assistance for the defence of community radio in exercising their right to communicate and freedom of expression
- Use it as an occasion to review each country's legislation in relation to allowing a greater plurality of radio media.
- Designate an international panel of experts to provide consultancy services to the national broadcasting organisations so that they may improve the efficiency of their work
- Showcase examples where radio has played a vital role in society, for instance after a natural disaster, or discussion of difficult issues where video would be intrusive, and take case studies where online and radio have combined to form a stronger strategy.

### Sector Specific Activities

An additional open-ended question asked respondents to focus *specifically on their own sector*. The wording was intended to obtain a more realistic sector-specific picture of potential activities, and was worded as:

*What activities or actions do you suggest your sector [Sector specified] could undertake to support a World Radio Day?*

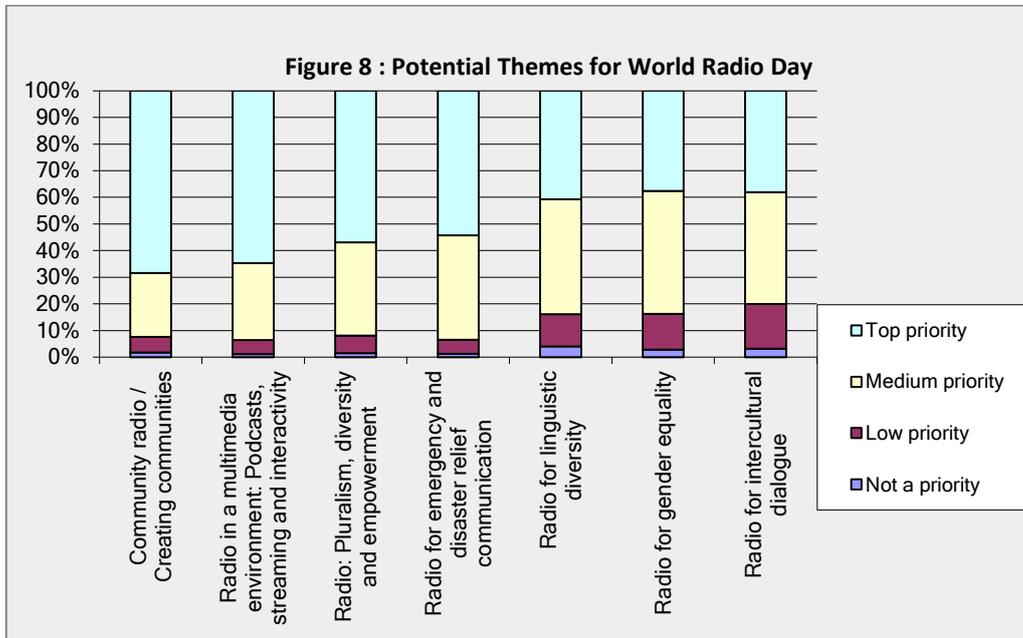
Almost 60% - 241 in total – answered, and the full range of responses is set out in Annex 3.

Academics, for example, suggested hosting and preparing papers for annual conferences, delivering public lectures on radio, and editing special issues of academic journals. Not surprisingly, broadcasters said that their sector would produce special programming and participate in national and international networks to mark the day. They also suggested that stations might open their doors to the public on the day.

More than half of the National Commissions for UNESCO and Permanent Delegations to UNESCO that responded to the survey offered ideas for what their sectors might do to support the day. These included organising national-level activities in collaboration with radio practitioners to raise public awareness on the benefits of radio, and promoting national events such as seminars, workshops and press conferences.

## Potential Themes

Respondents were also asked to prioritise a set of suggested themes for celebrating World Radio Day. Figure 8 shows the overall results, with the theme of *Community radio/Celebrating Communities* on top (68% give it their top priority), and *Radio for intercultural dialogue* the lowest (at 54%).



When the responses of the community broadcasters are excluded, the top position remains the same, though marginally, but *radio in a multi-media environment* (39%), *radio for linguistic diversity* (36%), and *radio for gender equality* (35%) come out lowest.

The single highest priority theme differs between stakeholders, as shown below (in brackets is the percentage selecting this theme as its *top priority*):

- Community Broadcasters (not surprisingly): *Community radio/Celebrating Communities* (88%);
- Private Broadcasters: *Radio: Pluralism, Diversity and empowerment*; (73%)
- Public / State Broadcasters: *Radio for emergency and disaster relief communication*. (60%)
- UNESCO Permanent Delegations: equally *Radio for Intercultural Dialogue* and *Radio for emergency and disaster relief communication*. (70%)
- UNESCO National Commissions: equally *Radio: Pluralism, diversity and empowerment* and *Community radio/Celebrating Communities* (68%)
- Academics/Researchers: *Community radio/Celebrating Communities* (78%)
- Intergovernmental Organisations and the US system: *Radio: Pluralism, diversity and empowerment* (77%)

Some of the comments left by 51 respondents reinforce support for the themes proposed in the survey, but most suggested new thematic areas. (See Annex 4) Primary among these were themes related to radio's role in supporting: democracy and human rights; education and culture; sustainable development; and peace.

Themes related to radio's role in supporting democracy and human rights, including freedom of expression and the right to access radio itself, were suggested by 14 respondents. "Radio for the defence of human rights", "radio and the right to know", "radio for democracy, decent work and workers' rights", and radio as a "democratic space" for "public dialogue" were among specific proposals. One respondent grounded the theme in the need for adequate legislation providing for community, public and private radio as the only way of ensuring that all other themes were not just "beautiful intentions".

A second thematic area, proposed by at least 12 respondents, relates to radio's relationship with education and culture. Some proposals focused on specific campaigns that could be undertaken as part of the theme, such as "radio for promotion of girl-child education" while others suggested focusing on radio's overall contribution to education and culture, including cultural diversity, music and the arts, as well as encouraging the creative and artistic use of radio itself and radio as a "curator of aural heritage".

Five of nine respondents who alluded to themes related to sustainable development focused specifically on agriculture and rural development, reflecting the particular importance that radio has in rural contexts, where it is still the most important (and often the only) mass medium available.

Themes related to peace and post-conflict situations were proposed by nine respondents. Specific proposals ranged from building peace through radio in post conflict settings to radio for forging worldwide friendship and camaraderie.

Other themes proposed included radio in combination with environmental protection, migration, health (including nutrition information and HIV-AIDS awareness), food security, science, youth, entertainment and sovereignty.

Despite the multiplicity of themes proposed, there is a consensus that any specific theme should focus on radio's contribution to human development, human rights, education, and peace, goals that are universal and, as one respondent noted, interconnected: "Many of the points above are interlinked: empowerment comes among others through linguistic diversity and intercultural dialogue. Emergency and disaster relief communication is most powerfully done by (community) radio where such tools/channels exist BEFORE the disaster - supporting during the emergency is then at the core of being - exactly - a community radio."

## 6. STAKEHOLDER INTEREST IN PARTICIPATING

A key goal of the consultation is to determine in broad terms the degree and nature of commitment that might be forthcoming from stakeholders in relation to supporting a World Radio Day. Consideration of other Observance days suggests that coordinated and consistent support from a core set of broadcasting organisations and unions, as well as ongoing support of a wide range of others, is essential to a successful outcome.

Three questions were posed covering different dimensions of the issue:

1. *In your view, how likely is your organisation to support, in principle, a World Radio Day?*
2. *In your view, how likely is your organisation to be in a position to commit some time and/or resources to a World Radio Day?*
3. *Please indicate which activities [from a list provided] your organisation might be interested in doing?*

The objective was not to formally seek commitments in specific areas, but rather to seek the opinions of respondents regarding the likely position of their respective organisations.

Overall, responses were very positive.

- 83% indicated that their organisation would in principle support a World Radio Day;
- 79% felt that their organisation definitely or most likely would be in a position to commit some resources;
- 90% of the 357 respondents who answered the above questions went on to identify at least one action in which their organisation might be willing to participate.

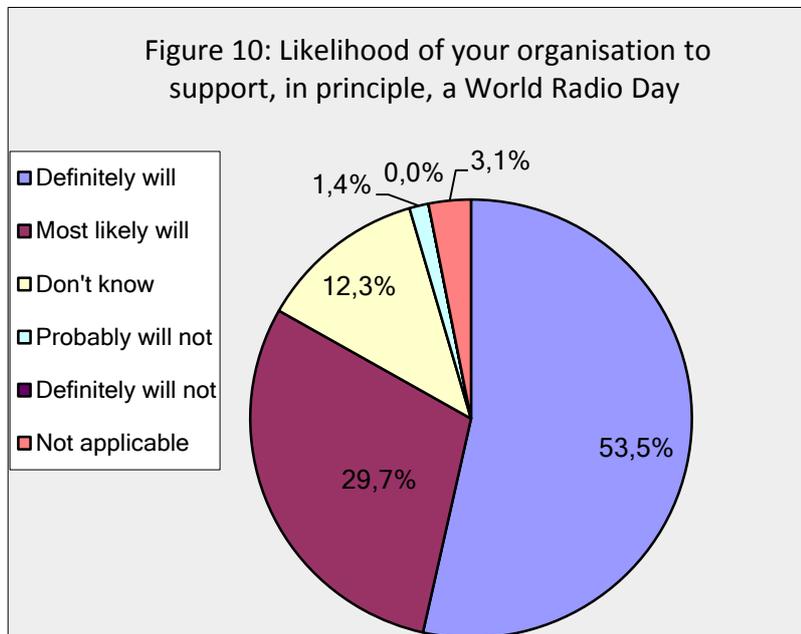
### Support in principle

Figure 10 shows a breakdown of the overall responses regarding the likelihood of support for a World Radio day.

Significant regional variations, and other variations, are to be found.

In terms of global regions respondents answered “definitely will” as follows (The figure in brackets is “definitely will” combined with “most likely will”):

Latin America and Caribbean:	72% (89%)
Africa:	70% (95%)
Arab States:	48% (81%)
Asia Pacific:	45% (80%)
Europe & North America:	37% (75%)



Although the figures draw closer when “most likely will” are added in (in brackets), the degree of expressed certainty varies significantly, with Europe and North America firmly at low end, and Latin America and the Caribbean along with Africa at the high end.

Among broadcasters, a key stakeholder group in this, the figures for “most likely will” are as follows (again, the figure in brackets is “definitely will” combined with “most likely will”):

All broadcasters and associations:	65% (93%)
Broadcasting associations/unions:	70% (91%)
Private broadcasters:	75% (100%)
Community Broadcasters:	74% (95%)
Public/state broadcasters:	37% (86%)

Public and state broadcasters are considerably less certain than the others.

Although the numbers of UNESCO National Commission and Permanent Delegations are relatively small to draw firm conclusions (23 and 11, respectively, responded to this question) their answers demonstrate marked differences:

UNESCO National Commissions:	52% (87%)
UNESCO Permanent Delegations:	36% (82%)

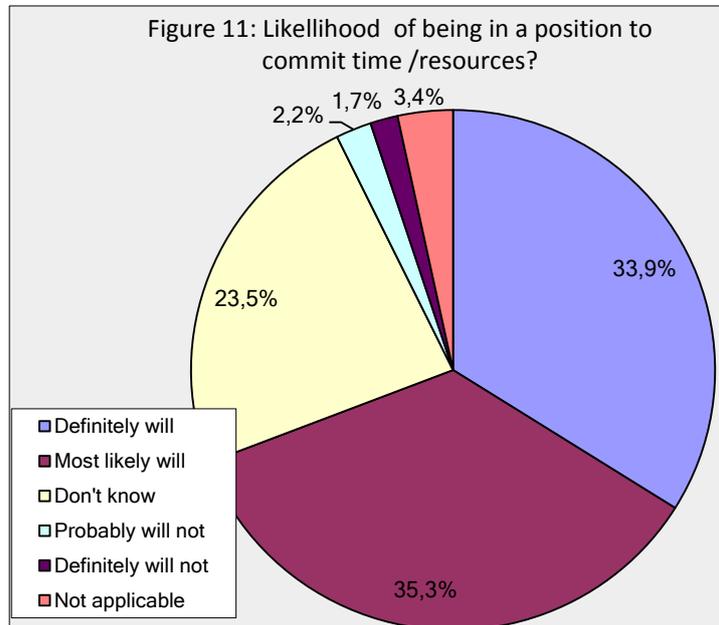
None in either UNESCO group, however, indicated that they “probably would not” or “definitely would not” support, in principle, a World Radio Day.

**Committing Time and Resources**

Not surprisingly, the above differences are broadly mirrored, for each stakeholder group, in respondents’ opinions regarding whether their organisations are likely to be in a position to commit some time and/or resources to it.

Not surprising also is the fact that the degree of certainty overall is somewhat lower.

Put simply, respondents are far more confident that their respective organisations will support a World Radio Day in principle, than they are that their organisations will be in a position to commit time and/or resources to it. The number of respondents expressing “don’t know” to the latter issue is, at almost 24%, double that of the former, at 12%.



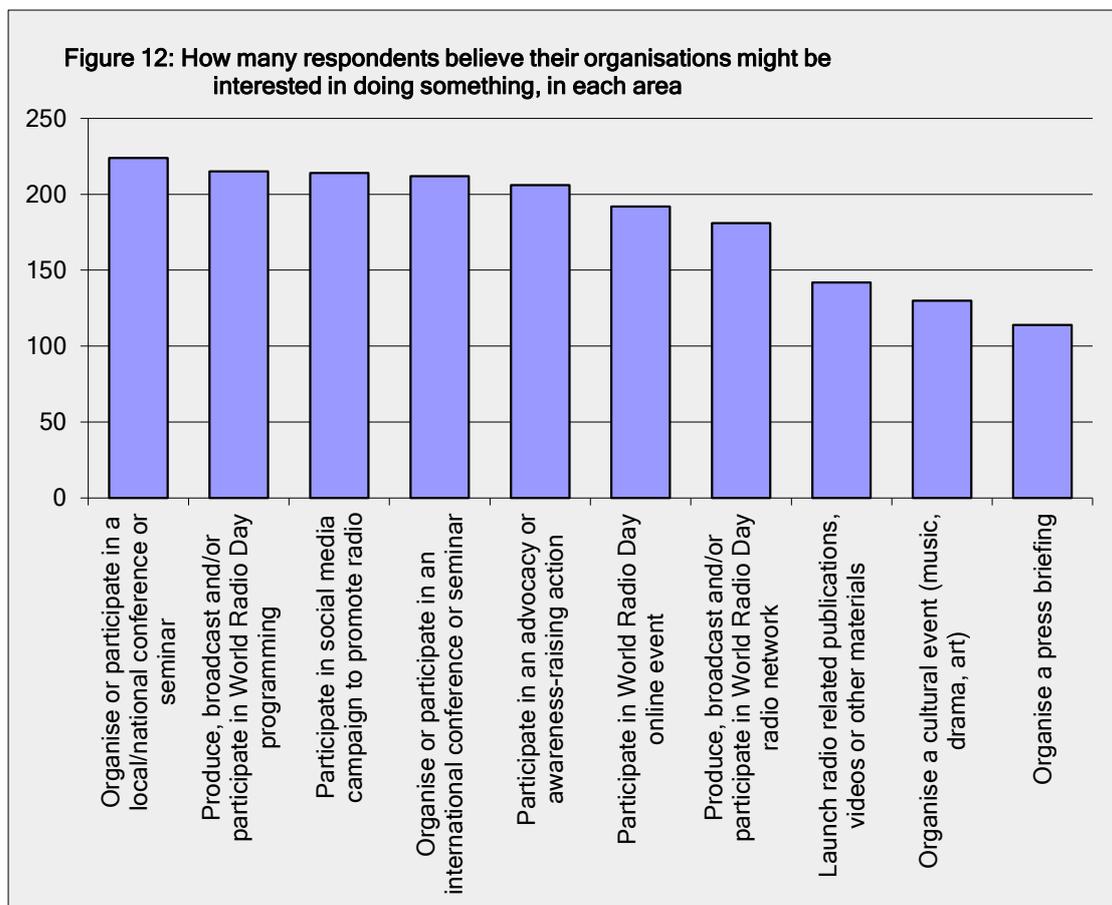
The figures are given below of respondents who answered “definitely will” (The figure in brackets is “definitely will” combined with “most likely will”) to the question of whether they believe their organisations will be in a position to commit some time and/or resources to a World Radio Day:

Africa:	48% (85%)
Latin America and Caribbean:	41% (76%)
Arab States:	38% (76%)
Asia Pacific:	32% (68%)
Europe & North America:	23% (56%)
All broadcasters and associations:	65% (93%)
Broadcasting associations/unions:	35% (85%)
Private broadcasters:	56% (81%)
Community Broadcasters:	50% (89%)
Public/state broadcasters:	26% (69%)
UNESCO National Commissions:	22% (74%)
UNESCO Permanent Delegations:	9% (64%)

Despite the lack of certainty that support in principle will translate into commitment of time and resources, it is worth noting that under 5% of respondents overall believes that their organisation “probably will not” or “definitely will not” support a World Radio Day in principle. The figure is not much higher, at 6%, of those who believe their organisations “probably will not” or “definitely will not” commit time and/or resources.

### Interest in Selected Actions

Figure 12 below illustrates the number of positive responses given by respondents in relation to whether their organisation might be interested in participating in a proposed set of actions.



*Organising or participating in a conference or seminar* is the most frequent choice among respondents, 244 believing that their organisations might be interested in doing so. But even at the other end the numbers are high with 144 respondents believing that their organisations might be interested in *organising a cultural event*; and 130 believing the same with regard to a *press briefing*.

## 7. THE ROLE OF UNESCO AND THE UNITED NATIONS

UN Observances can be the responsibility of a single UN Agency and its stakeholders, or a wider collaboration among United Nations Agencies, Funds and Programmes. The process of establishing each is different, the former to be approved by the specific Agency, the latter requiring the approval of the United Nations General Assembly.

The consultation put the following question to stakeholders:

*If designated, World Radio Day should be celebrated:*

- *By UNESCO and its stakeholders alone*
- *By all UN agencies, funds and programmes and their stakeholders*
- *Don't know/No opinion*

Overall, answers from 360 respondents weighed heavily in favour of the wider UN agencies: 73% (264) were in favour of that option; 16% (56) in favour of UNESCO, and 11% (40) did not know or had no opinion. The overall preference remained the same among all stakeholders groups, with only the order of magnitude varying.

- At the regional level, the only major difference is in the percentage giving no opinion: with Europe and North America having the highest number (17%), followed by Arab States (13%), Latin America and Caribbean (12%) Asia Pacific (8%) and Africa (0%)
- No significant divergence from the average was evident among either UNESCO National Commissions or UNESCO Permanent Delegations (though as noted several times, the number of the latter especially is too small to give a representative picture).
- While broadcasters as a whole came in around the average, private broadcasters and broadcasting associations/unions had a somewhat more marked preference for the wider UN stakeholders.

It is difficult to assess the precise implications of these results. While on the one hand there is a marked preference for a UN-wide celebration, the criteria employed by respondents to support their preference are a matter for speculation. One possibility is simply that a UN-wide celebration seems like a larger and thus more important recognition than one put forward by only one of its specialised agencies.

One way or the other UNESCO, because of its remit and its practice, would be likely to play a major role in a World Radio Day. Radio is an important means for the achievement of UNESCO's Constitutional mandate. It greatly facilitates the "free flow of ideas by word and image" (Article I) even to the remotest areas and most disadvantaged people, including educational and cultural content, and knowledge dissemination; and contributes in no small way to UNESCO members' commitment "to develop and to increase the means of communication between their peoples and to employ these means for the purposes of mutual understanding" (Constitution Preamble).

UNESCO's activities in radio are extensive and include:

- supporting different radio transmission platforms by a diversity of means e.g.
  - community radio with 'Radio-in-a-box' start-up kits, training and capacity building, and grants;
  - shortwave radio through grants to channels in Uganda to Nepal;
  - satellite radio through piloting distance-learning digital satellite radio in five African nations.

- Promoting policy at different levels e.g.
  - the 1972 Declaration: *Guiding Principle of the use of Satellite Broadcasting*,
  - Public Service Broadcasting seminars, editorial guidelines, surveys and publications.

Common threads found running through all are strong support for freedom of expression and fostering free, independent and pluralist media through the use of radio.

If UNESCO is to have a coordinating role in celebrating a World Radio Day, the following could be among the activities to be undertaken:

- (i) Convene a core group of supporters with a view to forming a Steering Committee;
- (ii) Work with this group to secure external funding and support from stakeholders, foundations and others;
- (iii) Facilitate National Commissions in organising local celebrations;
- (iv) Link relevant UNESCO Programmes and actions to World Radio Day where possible;
- (v) Organise or co-organise its own event around World Radio Days, and participate in the celebration of others;
- (vi) Encourage its members to organise national celebrations;
- (vii) Utilise its network of Goodwill Ambassadors to promote the event;
- (viii) Encourage its network of UNESCO Chairs and UNITWIN to participate.

A comment is also required on the resources that would be needed by UNESCO to successfully pursue such a day.

A consideration of the budget and activities of other celebrations, in particular the World Press Freedom Day, would suggest that a budget of US\$5,000 to US\$10,000 for each participating National Commission for UNESCO, combined with an annual UNESCO Regular Programme budget of US\$80,000 to US\$90,000, would enable a meaningful celebration and the capacity to fulfil the role outlined above.

## **8. SUMMARY CONCLUSIONS**

### ***Are Stakeholders in favour of a World Radio Day?***

There is little doubt that the vast majority of stakeholders consulted believe that a World Radio Day could contribute to the promotion of the UN Charter and to human development. This general point holds across the board, though UNESCO National Commissions and Permanent Delegations, as well as other UN agencies funds and programme, were slightly less enamoured with the idea overall.

A minority have reservations: That the proposal as it stands is vague and general or that a World Radio Day may succeed but only if accompanied by sustained year-round activities. A few also put forward a case for celebrating radio on the date of an existing Observance, either as a theme in a selected year or by extending the remit of the Observance to accommodate radio.

### ***What do stakeholders hope it would achieve?***

A range of outcomes was anticipated, including raising the profile of and support for radio among the public, the exchange of ideas, programmes and practices, galvanising support around critical issues, and encouraging decision-makers to support radio. Respondents also suggested that a World Radio Day could usefully provide an opportunity to reflect on how radio might adapt to a changing media environment, new technologies, and new challenges to freedom of expression, media pluralism and development communication.

### ***On which date should it be Celebrated?***

No specific date gained undisputed support, though the proposal that it be on the anniversary of the first transmission of the radio-play *War of the Words* was considered unsuitable by a large minority. Certain criteria for selection could be ascertained, however. These included that the date should avoid unduly emphasising any specific region or language group; that it should be associated with characteristics of radio that are positive for people; that it should underline the unique value of radio above other media; and that it should take into account other factors that might assist a successful celebration. The alternative, as noted above, of incorporating a celebration of radio into one or another existing Observance day could also be considered.

### ***How should it be Celebrated?***

The use of social media was seen as important; as were an effective Website linked to UNESCO activities; and focusing on an annual theme were among those approved by a large majority of stakeholders. Proposed themes focused mainly on radio's contribution to human development, human rights, education and peace. But stakeholders also suggested an annual prize or award scheme, and a host of other actions, many of them innovative.

***Would stakeholder organisations support it and mobilise?***

An overwhelming majority of those responding are confident that their respective organisations will support the idea in principle. They were somewhat less certain about whether that support would translate into a commitment of time and resources to making it a success - but a large majority still believed that it would.

Although support of every stakeholder group held firm, in principle and practice, it was nevertheless weaker among organisations based in Europe and North America. Among broadcasters, the public/state sector was somewhat less supportive. Respondents from UNESCO National Commissions and Permanent Delegations, though supportive overall, were the least certain of all groups that support would be forthcoming and that time and resources would be made available to implement a World Radio Day.

***What should the role of UNESCO and the United Nations be?***

A majority believe that World Radio Day should be celebrated by all UN agencies, funds and programmes, and their stakeholders, rather than by UNESCO and its stakeholders alone.

Either way, UNESCO would be likely to play a major role given that radio is so prominent to its goals and in its practices, policies and programmes. Its role, should it coordinate the process, would involve a range of tasks, including the mobilisation of other stakeholders. The resources to do this are estimated at a UNESCO Regular Programme Budget of US\$80,000 to US\$90,000, and between US\$5,000 to US\$10,000 for participating National Commissions for UNESCO.

**ANNEXES:**

**ANNEX 1: PROPOSED DATES FOR WORLD RADIO DAY**

Three dates were proposed in the survey and respondents were invited to evaluate them on a scale ranging from *very suitable* to *very unsuitable*. The dates proposed were:

- July 27:** Marconi's first public wireless transmission of Morse code. (1896)
- October 6:** Birthday of Reginald Fessenden, inventor of audio broadcasting and radio pioneer. (1866)
- October 30:** The day Orson Welles' *The War of the Worlds* radio play was first broadcast in the USA. (1938)

The table below shows the responses, in terms of the absolute numbers and percentages.

*Respondents' evaluation of the three suggested dates*

	Very suitable	Quite suitable	Neutral	Not suitable	Very unsuitable	Response Count
<b>July 27: Marconi's first public wireless transmission of morse code. (1896)</b>	42.2% (113)	29.5% (79)	19.4% (52)	6.3% (17)	2.6% (7)	268
<b>October 6: Birthday of Reginald Fessenden, inventor of audio broadcasting and radio pioneer. (1866)</b>	37.1% (101)	29.4% (80)	25.7% (70)	6.3% (17)	1.5% (4)	272
<b>October 30: The day Orson Welles' famous <i>The War of the Worlds</i> radio play was first broadcast in the USA. (1938)</b>	20.1% (48)	15.5% (37)	28.0% (67)	24.3% (58)	12.1% (29)	239

- July 27** - Of the 268 respondents who answered the question, 71.7% found the date very suitable or quite suitable, 19.4% were neutral, and 8.9% evaluated it as either not suitable or very unsuitable.
- 6 October** - Of the 272 respondents who answered the question, 62.8% found the date very suitable or quite suitable, 25.7% were neutral, and 7.8% evaluated it as either not suitable or very unsuitable.
- 30 October** - Of the 239 respondents who answered the question, 35.6% found the date very suitable or quite suitable, 28% were neutral, and 36.4% evaluated it as either not suitable or very unsuitable.

In addition to rating the three dates suggested in the survey, respondents were asked to suggest alternative dates and explain the reason for their selection.

A total of 59 responses were received, proposing at least 13 alternative dates.

**10 February** (1898). Bertold Brecht's date of birth. German poet, playwright, stage director, and author proposed that radio could be interactive if transformed from "a means of distribution into a communication tool". **Mentioned by 2 respondents.**

**13 February** (1946) Anniversary of the creation of United Nations Radio. **Mentioned by 1 respondent.**

**24 March** (1980). Anniversary of the murder of Archbishop of San Salvador, Oscar Arnulfo

Romero. He was a great communicator and demonstrated radio's potential to promote and defend human rights. **Mentioned by 1 respondent.**

**28 March.** Anniversary of Marconi's first audio transmission. (Marconi is known for his development of the telegraph and we have found no evidence of a first in audio transmissions) **Mentioned by 1 respondent.**

**15 April** (1912). Sinking of the Titanic. The date emphasises the role of radio (telegraphy) in saving the lives of many passengers. **Mentioned by 1 respondent.**

**25 April** (1874). Marconi's date of birth. **Mentioned by 1 respondent.**

**7 May** (1895). Russian inventor Alexander Popov's first demonstration of his radio receiver to the Russian Physical and Chemical Society. The date is celebrated in the Russian Federation and Bulgaria as "Radio Day". **Mentioned by 2 respondents.**

**2 June** (1896). Marconi patented a radio device. **Mentioned by 1 respondent.**

**13 August** (1912). The "Act to Regulate Radio Communication" was passed in the United States. Radio as a regulated common good. **Mentioned by 1 respondent.**

**27 August** (1920). Transmission of Wagner's Parsifal by "Los Locos de la Azotea", Teatro Coliseo, Buenos Aires, Argentina. Recognised as Argentina's first public broadcast 27 August is the official Day of Radio broadcasting in Argentina. **Mentioned by 7 respondents.**

**28 August** (1963). Martin Luther King's speech at the Lincoln Memorial that marked the defining moment for the American civil rights movement. **Mentioned by 1 respondent.**

**28 October** (1980). Presentation of the McBride report "One world, multiple voices". The report places communication, and radio in particular, in the context of an increasingly integrated world in which differences in terms of access to information are as well as digital divide and promotes value of communication as a human right. **Mentioned by 1 respondent.**

**30 November** (1858). Date of birth of Jagdish Chandra Bose, a pioneer of wireless broadcasting. Indian physicist, biologist, and early writer of science fiction, he pioneered the investigation of radio and microwave optics and laid the foundations of experimental science in the Indian subcontinent. **Mentioned by 13 respondents.**

**24 December** (1906). Reginald Fessenden made the first radio broadcast, transmitting voice, live music and recorded music. **Mentioned by 2 respondents.**

A number of other ideas for were proposed without specific dates. These included:

- the date of the first world gathering of community radio broadcasters;
- the anniversary of first radio broadcast in Africa;
- an unspecified date to mark the life and contribution of Heinrich Hertz, whose achievements triggered the invention of the wireless telegraph and radio.

## **ANNEX 2: COMMENTS ON ACTIVITIES FOR A WORLD RADIO DAY**

The first two headings below are new ones, supplementing the proposals that were contained in the questions.

### **Training**

- Capacitaciones virtuales, gratuitas y certificadas por la Unesco, sobre temas relacionados a la Radiofonía.
- Examples of the ways in which radio broadcasts have been used for both positive and negative purposes. Interactive editing functionality online to allow users to show how simple changes can adjust the power of messages either for good or bad purpose.
- Encourage schools to make radio programmes in a competition. Get national broadcasting corporations (BBC etc.) to promote the event.

### **Prize**

- Establecer dos tipos de premios o reconocimientos: 1. Al mejor y más destacado comunicador/a radiofónico/a del mundo. 2. A la radio que presente las mejores producciones radiofónicas en favor de los derechos humanos y la democratización de la palabra. Además, establecer un reconocimiento anual al estado que cuya legislación promueva la mayor pluralidad de medios radiofónicos. También, se puede crear un fondo anual creado por estados donantes y privados que sirva para el fortalecimiento de radios en países del tercer mundo o que se encuentren amenazados por su trabajo que realizan
- competition to suggest a path for radio by 2020. Radio needs to understand it cannot survive as a stand-alone medium.
- Award in recognition to quality and independence to radio stations from the developing world
- An award for the most innovative/effective use of radio according to the aims of the program (World Radio Day).
- Selected Award or as a hero prize for Radio Journalist

The following either build on the existing set of activities as outlined in the Question (See Section 5 above) or are, strictly speaking, actions that generally reinforce other activities.

### **Campaign**

- Declaración de principios que fomente el acceso de las comunidades a la radio.
- Producir una campaña de difusión de los atributos y aporte de la radio
- Informe mundial sobre diversidad, pluralismo en la radiofonía
- Día de fortalecimiento de proyectos radiofónicos sin fines de lucro y que desarrollen actividades de promoción social.
- Lo más importante es un evento internacional, que cada año opte por un tema, donde realmente se puedan discutir a fondo los problemas y desafíos de la radio. Por supuesto, además tendrá su página web, su Tweeter y su Facebook, pero esas "actividades" que son inevitables se pierden en el océano de páginas en la red, nadie se entera, salvo los que las promueven.

- Utilisation de la radio pour faire la promotion de la Journée mondiale de la radio et des actions prévues
- The strategic use of goodwill ambassadors and high profile supporters of radio
- messages of VIPS on importance of radio appeal to liberate radio reporters capacity building
- Free access (no copyright) to all radio on that day, to promote rebroadcasting. Free transmission (no license required) on certain fixed frequencies on that day.

### **Meetings**

- Eventos en cada País y en cada region que sirvan de encuentro a las Radios de esa determinada región. Realización de Talleres y Capacitaciones Regionales en orden a la Comunicación Popular e Indígena
- Please make it a virtual event, otherwise it will become another yearly gathering for the well to do broadcast managers.
- each year should be hosted by different countries
- where UNESCO has a large representation or in close collaboration with the National Commissions

### **Programme**

- Transmisiones en diversas lenguas, desde distintas partes del mundo.
- A single programme broadcast by all national public broadcasters
- produce content and programmes that will enable the Day to become international, and focus on concrete actions;
- Broadcast a live programme from different countries on that day
- Rather than an exchange of programmes, perhaps have every national broadcaster broadcast the same radio show around the world. Language barrier may exist, so one language may need to be chosen (perhaps English or French)
- World radio broadcast through either satellite or online, dedicating an hour for that broadcast.
- Mobilization of Local and International Broadcast
- please don't put any effort in exchange of programmes, but effort in bringing radio producers together and/or exchange of programming formats, e.g. by facilitating a world radio festival with awards for best practises, a bi-annual UN Radio Award.

### **Theme**

- Informe mundial sobre diversidad, pluralismo en la radiofonía
- Día de fortalecimiento de proyectos radiofónicos sin fines de lucro y que desarrollen actividades de promoción social.
- Distinguir entre radio pública, radio comercial y radio ciudadana local
- buscar mayor integración entre los distintos actores que hacen radio en el mundo, privados, públicos y comunitarios asociativos, por ejemplo en el ámbito del derecho a la comunicación y la libertad de expresión

- Que desde cada programa dirigido o coordinado por las Naciones Unidas se reconozca el aporte de la radio al desarrollo de los pueblos. Este reconocimiento podría consistir en la obligación de incluir el componente de campaña radial en cada programa.
- I think that this issue needs to be more clearly linked to the extension of the internet as in the future the internet will replace other media as a method for delivering radio.
- It would be important to have a powerful background group with links to inspire. Every year a topical theme should be selected and it should be loudly spread on all relevant platforms.
- Organize an Internet distribution moderated list to provide support for practitioners of radio broadcasting worldwide. Create a technical committee to link up with the International Telecommunications Union towards the optimization of radio broadcasting in general, including the development of low cost receivers, FM and digital transmitters and antennas specially designed to optimize broadcasting facilities in general, highlighting community radio stations.
- Free access (no copyright) to all radio on that day, to promote rebroadcasting. Free transmission (no license required) on certain fixed frequencies on that day.
- The activities should be context specific and each station should identify the areas that a radio mobilisation would have the most effective outcome. Maybe this could be linked to a special theme designated by UNESCO to give it this global dimension.
- Now the race is between conventional Radio and the Internet. Specially for young generations they do not know about radio so it maybe essential to promote through the IT network.

### ANNEX 3: SUGGESTED ACTIVITIES BY SECTOR

#### Broadcasters (104 responded)

1. produce radio programs for the day
2. producciones radiales para intercambio
3. Difusión, producciones radiales.
4. Realización de una agenda común de temas a desarrollar y necesidades de mejoramiento de las radios en referencia al servicio que brindan a sus audiencias.
5. Producir un audio, colaborar en la producción de una conferencia, entre otras
6. intentar hacer una transmisión desde los hogares más vulnerables del barrio como manera de amplificar sus demandas y hacer valer sus derechos como dueños legales del espacio radio eléctrico
7. Aterrizar en cada país el gran tema o lema que mueve la celebración para de esa forma, con actividades o eventos, reflexionar, dialogar y compartir experiencias según la realidad de cada país. Asimismo el trabajo en redes sociales puede ser una excelente herramienta, considerando por ejemplo que las grandes protestas sociales de 2011 se han originado o promovido a partir de las redes. Un uso intensivo de ellas en base a la participación y valoración multimedia puede ser importante.
8. Organizar un foro de análisis sobre la situación actual de la radiodifusión privada y sus perspectivas, donde se brinde información acerca de nuevos formatos para el desarrollo de contenidos y el uso de nuevas tecnologías; intercambio de puntos de vista sobre las funciones y responsabilidades de la radiodifusión privada como servicio de interés público.
9. Un plaidoyer auprès des autorités politiques pour cette célébration
10. Programme radio spécialement produit pour ce jour là, en coproduction avec les différentes chaînes partenaires des RFP. Peut-être une grande émission interactive avec le public francophone, du nord et du sud ?
11. transmisión especial, producción de capsulas radiales, un radioteatro
12. Enlaces con otros proyectos de comunicaciones similares en distintas partes del mundo, transmisiones conjuntas, programas especiales, radio abierta (radio en espacios públicos con participación de la comunidad, ciudadanía, etc).
13. Promoción del Día mundial a través de nuestra emisora. También a través de la página web y redes sociales. Un programa especial de radio. Un concierto en coordinación con las otras radios locales.
14. Acá una conferencia, en donde participaran, profesionales, campesinos, estudiantes niños y una ceremonia maya
15. Producción y difusión de productos relacionados y/o que aporten al conocimiento de la historia de la radiodifusión.
16. promoción del día, Producciones especiales y espacios de reflexión y evaluación de las prácticas de radiodifusión sonora.
17. Participar de eventos, produzir programas radiofônicos sobre esse dia, uso de meios sociais para promover o dia.
18. Podríamos producir micros, spots y dramatizaciones sobre la importancia de las radios públicas, las privadas y las comunitarias. Y distribuirlas a través de la red de Radialistas.
19. Organización de eventos, transmisiones simultáneas entre varias emisoras, y radioabierta.
20. Radio Abierta, Cursos y Talleres de Nuevas Tecnologías en Radio, Ferias por Regiones, en las que cada Radio de a conocer lo que hace y cómo lo hace; etc.

21. Celebraciones por países y apoyarlos para garantizar una comunicación adecuada. Promover el respeto y la comunicación alternativa. Promover como tema principal la comunicación para el desarrollo
22. Trasmisiones en red con radios de países de la región Difusión de informe de desarrollo de la radio como medio público, democrático a partir de la realidad nacional
23. Difundir y promover el día mundial de la radio y actividades que se realicen para conmemorarlo.
24. Participar en eventos y actividades conmemorativas
25. Ese día, establecer cadena nacional y eventos públicos para dar cuenta del Día Mundial y participar en todo ello, en forma creativa, innovadora, multidisciplinaria , interrelacionada a nivel nacional e internacional. Soms duna cadena de radios comunitarias de 300 emisoras a nivel pais.
26. promover durante todo el año mediante una estrategia que sea definida el tema que para el respectivo año sea definido a nivel mundial.
27. Una campaña en las radios comunitarias
28. Realización de intercambios de producciones y transmisiones conjuntas. Desarrollo de actividades públicas. Elaboración de artículos y publicaciones acerca del rol de la radio. Otros.
29. Cuñas radiofónicas Espacios de capacitación Campañas publicas
30. Podría realizar transmisiones en simultáneo con diferentes radios del mundo. O podría ayudar a organizar y aportar ideas para la puesta en marcha para tal fecha.
31. Producción de programas en idiomas Involucrar a todos los actores sociales o toda la comunidad para recordar este día Cumplir con una actividad benéfica en favor de los sectores menos favorecidos
32. Programa especial en red, con otras radios hermanas
33. We can promote and contribute content (theme oriented broadcasts) and air content throughout our thousands of affiliates.
34. Participate in World Radio Day programming Produce exchange radio programmes with the participation of neighbouring National Radio stations (Southwest Europe)
35. Campañas radiales y programas especiales
36. difundir materiales referente al derecho de la comunicación, un derecho tan importante como cualquier de los derechos y que debe ser respetado
37. Campañas de promoción de la libertad de acceso de toda la ciudadanía al espectro radiofónico y educación sobre los valores de este medio de comunicación
38. Información sobre desarrollo impulsado desde la radio.
39. Message to recall the value for radio for all
40. Rencontres régionales (ex: Amérique du nord) Déclaration officielle
41. Production d'émissions sur le thème de la journée; Organisation de la journée par les réseaux de radios; Distinction de Personne qui œuvre pour le développement du secteur des radios dans le monde.
42. Concours radiophonique - Forum - Exposition - Visites station - Panel
43. Edition d'un CD à l'intention des radios communautaires sans grands moyens.
44. Organisation d'un concours international du meilleur programme radio de l'année dans les différents genres: documentaire, reportage, débat, magazine, dramatique, jeu, émission interactive, opération de solidarité avec les sinistrés, les handicapés, les victimes de la guerre et des épidémis...

45. Sondage au sein de la population sur les radios de la localité (classement selon la parole donnée à la population, la prise en compte des besoins de communication...)
46. Diffusion sur l'ensemble des Radios des Outremer Français d'émissions consacrées à l'universalité de la radio par le biais des échanges musicaux.
47. Sensibiliser les jeunes et les enfants sur la place de la radio dans la vie sociale et comme outil d'expression citoyenne Pour celà favoriser des dialogues sur les ondes (et donc aussi sur le web) par des multiplexes entre jeunes de différents continents
48. permettre aux "sans-voies" , surtout du monde rural de s'exprimer ; par conséquent, priorité à la radio rurale.
49. programmes radio speciaux sur les chaînes radio de la RTBF
50. Le Cirtef pourrait être le relais d'informations sur cette action auprès de ses organismes de radio membres, encourager les échanges de programmes sur le thème choisi et valoriser les productions radiophoniques spécifiques à cette journée.
51. La production d'une émission dédiée, ou la consécration d'une de nos chaines au thème de la promotion de la radio pour tout la Journée.

### **Permanent delegations and NatComs (26 responses of 50 respondents)**

1. A march in different cities as well as celebrations that will involve influential people, who will encourage and motivate people to use radio.
2. Visites scolaires aux stations radios, et participation des élèves à des émissions en direct, autour d'un thème choisi à l'avance.
3. We are ready to support all initiatives of UNESCO concerning a World Radio Day
4. Organization of special activities to mark the day in collaboration with radio practitioners in the country to raise public awareness on the benefits of radio as a medium of communication.
5. Promote local events similar to or related to the above
6. Conference on themes for particular Year Advocacy Meetings
7. As there are already (to) many celebrations we shall most probably only inform the community about the occasion and join any activities planned by national and commercial radio(s).
8. Impliquer les radios nationales autours de différents thèmes chaque année
9. You can give awards for better service delivery, better presenter, better radio station to the community, contribution to education, freedom, award at national level, regional as well as in the world like world press freedom day.
10. Conférence - débat sur un thème ayant trait aux idéaux de l'UNESCO; - Organisation de jeux radiophoniques liés à l'histoire de la radio et de la presse d'une manière générale; - Diffusion télévisuelle des activités historiques de la radio à travers le monde.
11. National celebrations to mark the day,
12. debates by news makers and the public
13. a conference rotating around the selected theme.
14. I have personally been involved in a project (but unfortunately we did not have the necessary funds to continue it though the initiative had a lot of enthusiasm from the students involved) that I think fits perfectly to this point: PROJECT UNESCO RADIO - SCHOOL UNESCO Radio School Project is intended to be a support for the promotion of UNESCO's values and strategically programs at the school and community level. We obtained that by realizing a radio school which broadcast during the breaks. We approach various topics such as: UNESCO anniversaries, biodiversity, children rights, bioethics,

IT&C, heritage, education, science, culture, etc. Also we promoted young talents, and every week, the studio hosted a guest from outside the school.

15. Travailler de concert avec les agences des Nations Unies pour préparer cette journée ; - Sensibiliser à l'échelle nationale à la radio les écoles associées et les Clubs UNESCO, et à travers eux, tous les établissements scolaires sur le thème de la célébration et son importance pour l'éducation et la culture ; en somme, faire une déclaration qui sera programmée et diffusée pendant toute la journée dans les radios publiques et privées.
16. Animation d'une activité radio diffusée portant sur les thèmes politiques et sociaux majeurs du pays: programme de paix, croissance économique et politique de redistribution du revenu, formation et emploi des jeunes, promotion de la jeune fille et de la femme, le système éducatif etc.
17. Une journée commémorative de la "Radio" publique et privée
18. special transmissions of Deutsche Welle, esp. from their Africa Program in Hausa, Suaheli, Arabic or other languages, special topics - best practices on Partnerships with Media- North-South
19. Use social media to promote World Radio Day and its actions Headline Annual Conference / Event Make an annual distinction to a radio for that their work contributes to the development of de conuntry
20. The permanent delegation of Uganda would play a crucial role in mobilizing national support for the World Radio Day and provide a conduit for organisational information in preparation for the event(s).
21. Awareness to the public and focusing on the youth (schools, organizations etc.)
22. We normally translate such "Days" into nationwide activities spearheaded by the responsible agency, so that schools observe it and initiate activities for it.
23. In general, I think that there are enough int. days already but if there has to come one, we as NatCom would be more working on the level that we give patronage to events on this day organized by radio stations/broadcasting organisations
24. To promote its social importance for education, mainly to reduce illiteracy.
25. Help to Publicize the event. actively encourage government owned radio stations to participate in the activities
26. By actively involving the national radio services to undertake a leading headline role in dedicating the day on the importance of the radio in awareness creation and empowerment
27. Kind of "open door"...porte ouverte..!
28. Press releases, information events, conferences, workshops with radio journalists

### **NGOs (48 responded)**

1. una transmicion en cadena
2. Informar a la prensa, medios, etc qué actividades se estarán desarrollando en otros países. Analizar la forma en que los medios de mi país encaran el tema de la democratización de los contenidos y los accesos a la radio.
3. Producir un programa especial y lanzar una campaña de twitters
4. jornada de movilización social y abogacia para poner en agenda aquellas problematicas a NIñas, Niños y Adolescentes les preocupa.
5. todas las campañas encaminadas al los derechos humanos , protección al los periodistas en medio del conflicto armada de cada país
6. promover y dar a conocer las mejores prácticas de la radio comunitaria y asociativas en diversos países y regiones del mundo; por ejemplo, derechos humanos de las mujeres, de las lenguas minoritarias .

7. Realizar clips radiales mostrando la importancia de la radio para el desarrollo de la sociedad con el fin de alojarlo en la página del evento.
8. Organizar localmente foros y debates sobre el tema. Premiar localmente a radios y comunicadores/as radiofónicos/as.
9. Divulgación y debate (en publicaciones y presencial) sobre el tema central del año.
10. Producir encuentros e intercambios de diálogos en tono al rol de la radio en el fortalecimiento de la democracia y la inclusión social
11. Producciones especiales, Radio en las Escuelas, festivales de comunicación
12. Las organizaciones no gubernamentales han utilizado los beneficios de la radio para difundir y educar para el cambio social.
13. Table ronde ou panel de réflexion et de discussion sur des thématiques en relation avec la liberté de presse et la démocratisation de la radio.
14. sensibiliser sur les menaces climatiques de notre planète, et les dangers que subit le Nord pour la richesse du Nord. encourager la solidarité universelle, régionale et locale dans un monde de plus en plus s'éloigne et se renferme.
15. Liens sur site web et pages réseaux sociaux; Eventuellement participation à production films courts sur la radio.
16. la tenue du FACA (Forum Africain de la Communication Agricole)
17. En tant qu'organisation de la société civile dont les adhérents sont essentiellement des journalistes et praticiens des médias dont la majorité travaillent dans les secteurs de la radiodiffusion et de la télévision, nous suggérons une plus large implication des communicateurs pour la célébration de cette journée qui leur est destinée parce que dédiée à leur outil de travail la radiodiffusion.
18. Mise en valeur des radios qui ont adopté la norme universelle de gestion de la qualité que promeut la Fondation Médias et Société
19. offrir des prix: Meilleur radio militante Meilleur Radio culturelle Meilleur Radio naissante...
20. Una concentración masiva en donde se le da la participación al público a que participe para este evento. -Invitar a líderes comunales para que haga énfasis sobre el trabajo que desarrolla la radio comunitaria. - Realizar una caminata o marcha pacífica exigiendo que se otorgue los derechos para que funcione una emisora comunitaria. - Realizar una semana de programación radial involucrando toda la sociedad.( municipalidad indígena, sacerdotes mayas con una ceremonia, artistas de la comunidad, deporte etc.)
21. Have special radio programs highlighting the potential of radio as a tool to promote peacebuilding, development, etc.
22. Free community radio services
23. Exhibition about different type of radio from old to present day. Different modes of radio channels
24. All radio participate in safe guarding by using the day to plant trees.
25. Sensitising and engaging our members participation Encouraging our membership to promote any events/programs associated therewith seeking to participate institutionally in any conference/events, subject to budget affordability
26. Promote the day in rural and deprived communities.
27. Liaise with community radios to broadcast educative and interactive programs on usefulness of radio for national development, national unity and national cohesion.
28. Organise communal listenership in the rural and deprived areas and encourage the listeners to discuss the programs after transmission.
29. Special productions, special events, international coproductions, seminars

30. The CR Forum is the representative body of community radio broadcasters in India. On a World Day of Radio, we could organize a number of events linked to community broadcasting. For instance, our annual Conference of Community Broadcasters could be held on that day, as also our National Consultations on CR, which we presently hold -- with the support of UNESCO -- once in four years. The World Day of Radio could also be a occasion for us to give away awards to CR broadcasters, to organize special events like exhibitions of low-cost radio technology, radio art etc.
31. Hopefully with the celebration of the world radio, radio can provide accurate information to the kahlayak listeners all over the world.
32. Publish articles regarding the role of Radio within education system.
33. Be part of all of the above. I would love to make part of the background / expert / reference / support / advisory group/forum for the day. I would certainly use all of the platforms I am preparing now, actively. Yes. :- )
34. Hold a public event in celebration of the day especially in developing countries where radio is a vital means of communication and information.
35. Publicity, participating in the conference (if applicable)
36. To make people aware of contribution of Dr. J.C.Bose in radio science
37. Campaign
38. Community radios - radios and human rights - radio and youth - radio and development
39. To Observe world Radio Day
40. Sensitize communities to set up Community Radio Stations Mobilize people to seek information by listening to the radio. Benefit of owning radio
41. A workshop on how to create Entertainment-Education radio programs to promote social change through radio programs.
42. Work meetings with the citizens on this day, and the dissemination of alerts about at one time
43. Local promotion of the event through media and subscription to the website
44. To organize Community level meeting along with Radio Listeners Club -
45. Publish booklet and poster on WRD -
46. Organise meeting among Radio station and Policy maker for eliminating roadblock -
47. Organise Radio conference
48. We could highlight World Radio Day via Farm Radio Weekly, our news service for African broadcasters, we could use our online social network for radio broadcasters to promote the day and exchange programs.
49. Special radio programme produced for the day
50. Publicity, advocacy and participation
51. Advertsie World Radio Day among our members. Encourage members to contribute news of uses of radio in our publications.
52. Organiser une conférence de soutien à cette journée en présence des médias
53. Promote it among its members, encourage the production and exchange of programmes, promote it among its stakeholder, exchange experiences and content with other NGOs/radio stations, contribute to the Annual Conference by highlighting significant experiences based in Europe

**Academics (28 responses)**

1. Enlace de transmisiones radiales universitarias via web y/o co-producción con radialistas de medios provenientes de la industria radial o por el desarrollo.
2. Transmisiones en vivo con participación de distintos sectores sociales.
3. Jornadas, Festivales
4. Específicamente en Chile, agrupar a las radios universitarias para la creación de una plataforma en internet que permita el intercambio de archivos históricos, que son, en definitiva, patrimonio del país.
5. Elaborar una propuesta pedagógica sobre la utilización de la radio como medio para la transformación social, entre otros posibles temas para desarrollarse en formato de cursos o materiales de capacitación
6. Resituer la radio dans l'histoire politique et sociale du 20ème siècle
7. Need to integrate the radio with new mediums effectively
8. Sensitization and African languages promoting related activities.
9. Provide materials for Annual Conference / raise issues for debate / examine and disseminate "best practice".
10. Write/present paper(s) on the special themes for each year.
11. Host a conference; make radio the theme for an academic journal
12. Maybe ask students to produce different kind of programmes (news, interviews, documentaries, and so on) and works related to it, use Faculty website to support it and include a brief text in it by a specialist.
13. We could bring informed and well-researched perspectives to the wider arena. Contributions to the conference or event. Special editions of academic journals published on the day. Material broadcast or streamed on-line on the day.
14. national and regional gatherings / seminars for researchers and practitioners
15. Do regular comparative surveys to provide information about the present role of radio broadcasting in each member nation of UNESCO Research programs related to program content Research programs related to the effectiveness of radio broadcasting in such vitally important programs as AIDS prevention, fighting against illiteracy, providing public health care messages
16. Academic conferences could focus on the day.
17. Conducting Global Radio impact study
18. promote radio or new ICT's as channels for 'learning' that is the other 'school' that is not a 'blackboard' but that can overcome all the other barriers of formal education such as knowledge of English as the medium of instruction; illiteracy, affordability (fees) etc
19. By conducting research activities, by generating new ideas my organization could support a World Radio Day.
20. In knowledge dissemination/translation of research and impact monitoring.
21. Conferences and seminars. Special journal issues. Cooperation with educational radio stations on production of content. Engaging with policy makers and cultural workers in addressing the role of radio in society today.
22. Making impact on the community by making the importance of effective communication known to them. Students can be organize for float, dance and road walk into the town to sensitize the larger society about radio day. I will personally leave the radio house open to the community to have a say on radio day.

23. It is my strong belief that Radio can make changes in livelihood in a very diversified way for human development. So to keep it up in more a fruitful manner an action research may be undertaken to put it in a academic place for knowledge dissemination.
24. Sí
25. Awareness programme should be organised.
26. Public lecture on the role of radio in development
27. Workshop for radio broadcasters on social development broadcasting techniques etc
28. An annual online Community Radio Forum organised by AMARC
29. Undertake more research, documentation and dissemination activities to emphasize the continued significance of radio; prepare more students for careers in radio broadcasting.

### **Government (2 responded)**

1. Govt machinery is perhaps the most portent instrument for spreading the propagation of ideas and also implementing the same from the grassroot level.
2. Using radio for grassroots rural developmental initiatives - local and community-based radio programming sponsored by UNFPA country offices in 150 countries

### **Inter-governmental organisations**

1. We could engage in a series of Radio programmes with UN Radio on our work and activities.
2. Radio programme competition on issues related to rural development -
3. Capacity building programmes in rural radio
4. Provide radio stations with information on what our agency does in country and also with people they may interview on the issues we look after.
5. Like World Health Day, Environment Day, etc all agencies and institutions connected with Radio might organise a national function supported by organisations like CEMCA which is a unit of Commonwealth of Learning
6. To institute Radio prize awarding the best program produced within ASBU/EBU/ABU cooperation and to be exchanged among the respective members.
7. I suggest to use the "World Book and Copyright Day" as a model. It doesn't need budget but network of professional partners and mobilization of public. More than 100 Countries celebrate it, every year since 1997.
8. Link on agency website, outreach through social media, possible Marconi related activities (this agency is based in Rome).
9. Communications for Development might produce an interagency initiative for the UN system as a whole. This could be combined with a one off from each agency.
10. Promote it with our partners, both in government and civil society using our newsletter and other fora
11. Make available our Goodwill Ambassadors for Radio interviews. Emphasize our support for Rural Radio stations
12. Promote the importance of using radio within the organisation's work programmes for dissemination of information in the Pacific islands
13. With many members and affiliates being radio stations in Asia-Pacific region and a mandate to promote broadcasting development, AIBD could be a wonderful partner and stakeholder of the World Radio Day activities and movement.
14. Foundations and bilaterals

15. meilleure information sur la problématique particulière de la radio et ses implications dans le développement économique et social; occasion de partenariat
16. Awareness message on Climate Change particularly how we can reduce carbon emission, basic primary education, health care in mother language of mainstream population and ethnic minorities living in hardest to reach areas of Bangladesh

### Others

1. Promover la fecha entre su red de alumnos y ex alumnos
2. Participar en el debate en torno a la comunicación para el cambio y el derecho a la comunicación.
3. Celebración radial desde la liturgia en acción de gracias.
4. Apoyar e derecho a la comunicación a través de la radio, estudiar experiencias importantes y darlas a conocer.
5. Incentivar el intercambio de experiencias de radios comunitarias en encuentros regionales y la coproducción de programas radiofónicos con criterio educativo y desde la perspectiva intercultural y ciudadana.
6. Could take initiative to popularise the hobby of radio listening by sharing UNESCO World Radio Day messages and thoughts among the local public, can organise DX Exhibitions and Radio related seminars for public awareness, etc.
7. I don't know too many like us, and we are still very new. So unfortunately, I do not have any suggestions at this time.
8. Radio conference, special support for community and public radio initiatives.
9. Develop a unique, one day training on any subject.
10. In my country Nepal, Radio broadcasting is very useful and popular. Radio is the only media reaching all corner of the country. It is helping to educate, entertain and inform the mass population. I spent nearly 30 years in radio broadcasting and headed the national radio for three years. Now I am involved to promote community radio in the less privileged area of country. UNESCO is helping but not enough. Celebration of Radio Day is brilliant idea. I wish you everybody a great success. Good luck.
11. especially with college radio
12. Promote the UNESCO's RADIO PRIZE and, in 2013, to organize the 75 th ANNIVERSARY OF THE WAR OF THE WORLDS as a multilingual radio drama.
13. Creating awareness about importance of radio - for instance when the tsunami struck the country in 2004 the radio was the most effective communication system used as all powerlines in the region had failed cutting of the links with the public who could not watch tv or internet. In Sri Lanka I find radio is drifting more towards entertainment and not so much used for education. Creating this awareness may be one of the areas.
14. we can awareness program for listening of radio program- SW, MW & FM, by rally, seminar, posturing, distribute leaflet etc. we can arrange painting compilation on that related subject, quiz program, debate, etc.
15. Worldwide media coverage.
16. Con su aprobación y una carta de representación, podría organizar en mi país esta celebración, convocando a la Asociación de Radio y Televisión, la Asociación de Locutores del Perú y otras entidades que promueven e incentivan la radio en el Perú. Sería importante emitir un documento en español. Gracias
17. Participate in annual conference maybe
18. eBario runs grass-roots conferences; see <http://www.ebario.org/third-ebario-knowledge-fair.html>

## **ANNEX 4: ADDITIONAL THEMES SUGGESTED BY RESPONDENTS**

### **Democracy and human rights**

1. Radio para la defensa de los derechos humanos
2. Radio for democracy, decent work and workers' rights
3. Radio for democratic space
4. Radio for public dialogue;
5. Para promoción sobre los derechos humanos y cómo y dónde recurrir para exigir que los mismos se cumplan.
6. Radio for informing people of current developments that are relevant, important and timely to their lives and livelihood.
7. Pluralidad de medios y Derechos Humanos. Poder y medio versus democracia y Derechos Humanos.
8. political and social human rights, social change
9. Areas of awareness about freedom of expression
10. Radio a medium of communication for all
11. "Airwaves belong to the people"
12. radio and right to know
13. UNIVERSAL ACCESS
14. Legislación para la radio, que incluya la responsabilidad social de a las radios comunitarias, las radios públicas y las radios comerciales, es decir, los tres sectores. De otra manera hablamos del derecho a la comunicación y de toda la lista (arriba) simplemente como bellas intenciones.

### **Education & culture**

1. Radio as a tool for education and culture
2. Radio for Education - and Radio enabled Education
3. Radio: media education and students' media freedom
4. Radio for supporting cultural diversity
5. Radio for Creativity
6. Radio, music and the arts
7. Community radio eliminating illiteracy poverty and ignorance
8. Radio: curators of aural heritage
9. Radio for promotion of girl-child education
10. promote the creation of artistic and cultural content
11. Radio y experimentación artística
12. Media literacy: stimulate/facilitate not only 'listening-' but also 'producing-' skills by citizens (literacy is not only about 'reading-', but also about 'writing'-'skills)!

### **Sustainable development**

1. Radio para el desarrollo

2. Radio for sustainable Development
3. Radio for alternative socio-economic models focused on equitable sharing of earth's resources (Food, Water, and Land) -
4. A broadcast to discuss living well (in balance with nature) and living better (a consumption based life style)
5. Radio de Inserción cultural y de difusión de las problemáticas campesino – indígenas.
6. la radio rurale instrument de développement durable
7. Radio and Agricultural development
8. Radio for promotion of rural agriculture
9. financement de la communication agricole en Afrique

## **Peace**

1. A focus on Youth
2. Radio for forging worldwide friendship and camaraderie
3. Radio for knowing the world.
4. Examples of peace-building: reintegration of child soldiers by German Foreign Office Radio Programs in Africa to their communities,
5. Radio for Peacebuilding
6. radio for friendship
7. radio and peace
8. Radio for social support
9. Building peace through radio in post conflict settings.
10. PEACE

## **Other themes**

- radio and migration
- Radio En defensa del medio ambiente.
- Radio for the environment
- Radio for the environment and public health
- A 'cross-media' future, implementing hybrid strategies, or it will become marginalised
- Seguridad Alimentaria y Nutricional.
- Could be used to create awareness about health
- Radio for HIV education and disease control
- radio for kids
- Radio for Youth
- Radio and youth awareness.
- radio for growing knowledge
- radio and science
- Radio for entertainment.
- Radio por la Soberania

- La radio numérique terrestre: technologie d'avenir pour garantir l'accès gratuit et anonyme à la radio pour tous et partout.
- radio for the future

### **Additional comments**

- Todos los temas propuestos son interesantes, pero servir de justificación al uso ilegal del espectro, que es el principal riesgo y amenaza para todo tipo de radiodifusión.
- The theme should be something that affects all stations and broadcasters. Diversity and gender balance are important, but they should play a part in all themes on a daily basis. Especially for the first year, it should be something that is a shared characteristic of all broadcasters or something that is looking forward and addressing how radio is changing and how to engage youth.
- Many of the points above are interlinked: empowerment comes among others through linguistic diversity and intercultural dialogue. Emergency and disaster relief communication is most powerfully done by (community) radio where such tools/channels exist BEFORE the disaster - supporting during the emergency is then at the core of being - exactly - a community radio. And if not in existence before, and established during the disaster relief period, it will (if well developed with participatory community involvement) have a high level of community trust and confidence, and could continue AFTER the emergency period to be a powerful tool for continued development.