

Radio is You!

WORLD
RADIO
DAY
13 FEBRUARY 2017

#worldradioday | worldradioday.org



94% of adults listen to the radio weekly¹

Radio really is a universal medium!

In 2016, more people listened to the radio than watched TV or smartphones!²



There are more than
800m RADIOS
in developing countries³



73%

of farmers own a radio⁴



Radio listener groups in sub-Saharan Africa allow farmers access to information to harvest better crops.



9000
children

in Southern Africa now have access to education through solar radios after actor Tom Hanks organised a charity auction.⁵



21ST century car radio!

One tiny chip could replace the large circuit board in car radios and receive AM/FM and Digital Radio.⁶

3.9
billion

people – more than half the world's population – are still not connected to the Internet, making Radio the most accessible medium.⁷



RADIO HEALTH CHECKUP

Is your radio station the best it can be?



1



APPOINT A PUBLIC EDITOR OR OMBUDSPERSON

A public editor or radio ombudsperson supervises your station's ethics and oversees the implementation of your charter, ensuring audiences' ideas are well represented.

2



LISTENERS' FORUM AND LISTENERS' CLUBS

A great way to ensure audiences have a say in your radio is to form a listener group with their local community radio station.

3



SELF REVIEW PROGRAMME

You can have a self review programme each week, inviting listeners to discuss how well you covered topical themes.

4



ETHICS & LIAISON COMMITTEE

Trusted lay community members can form ethics committees for their local community radio stations, ensuring quality content for audiences.

5



FORM YOUR OWN RADIO INDUSTRY COUNCIL

Radio stations can band together to create an industry-led body to resolve complaints, monitor coverage and ensure freedom of expression. Often these bodies will have a code of ethics that is formally adopted and applied at an industry-wide level.

Take the Radio Health Checkup Challenge



NORWAY

By December 2017, Norway will have switched off its FM Radio, tuning into digital radio only.⁸

SYRIA

Syrian radio station Rozana FM uses WhatsApp to collect ideas and information from its listeners and the Syrian diaspora to assist in programming.⁹

BHUBANESWAR, INDIA

Outreach International in Bhubaneswar, India, organizes a World Radio Day fair every year. In 2017 they expect 2000 antique radios to be on display.¹⁰

ARGENTINA

Argentines spend the most time (20.8 hours per week) listening to the radio.¹¹

MOROCCO

Morocco's very first FM community radio station "Climate Radio" was launched in November 2016.¹²

CONGO

UNESCO will launch the first community radio station in the Congo for young people on 13 February 2017.

KIMBOBO, DRC

Bandundu FM's listener club in Kimbobo, DRC, helps to produce radio stories and at the same time, earns around \$200 a month by processing rice and putting the profits back into the radio station.¹³

Sources

¹ Neilson: Audio Today 25/02/2016

² Neilson: Audio Today 25/02/2016

³ Farm Radio: Why Radio?

⁴ Farm Radio: Why Radio?

⁵ Lifeline Energy Ambassadors

⁶ Radio Mag Online 03/01/2017

⁷ ITU 2016 Facts and Figures

22/07/2016

⁸ What Hi Fi 17/01/2017

⁹ Rozana FM

¹⁰ World Radio Day 2017

¹¹ Aneki.com Radio Listeners

¹² Amarc: Community Radio

Morocco 2016

¹³ Internews Rice For Radio.

18/05/2016