#### #worldradioday | worldradioday.org

of adults listen to the radio weekly<sup>1</sup>

Radio really is a universal medium!

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



73% own a radio⁴ Radio listener groups in sub-Saharan Africa allow farmers access to information to harvest better crops.



access to education through solar radios after actor Tom Hanks organised a charity auction.<sup>5</sup>



the large circuit board in car radios and receive AM/FM and Digital Radio.6

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?



# **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.



#### **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.



## **PROGRAMME**

**SELF REVIEW** 

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

**Take the Radio** 

**Health Checkup** 

Challenge



#### COMMITTEE Trusted lay community members

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



#### 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.





tuning into digital radio only.8

have switched off its FM Radio,



ideas and information from its listeners and the Syrian diaspora to assist in programming.9

FM uses WhatsApp to collect



### 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

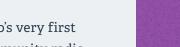


## Argentineans spend the

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



### UNESCO will launch the first

CONGO

community radio station in the Congo for young people on 13 February 2017.



### Bandundu FM's listener club

KIMBOBO, DRC

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?
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- 7 ITU 2016 Facts and Figures 22/07/2016
- 8 What Hi Fi 17/01/2017
- 9 Rozana FM

11 Aneki.com Radio Listeners

10 World Radio Day 2017

- 12 Amarc: Community Radio Morocco 2016
- 13 Internews Rice For Radio, 18/05/2016

