On 13 February we celebrate the **11th edition of World Radio Day** with the theme **"Radio and Trust"**.

We invite you to share the activities and events that you will implement and broadcast on your airwaves. Register your events on the interactive world map on our **website** and let the world know about your initiatives.

Prepare theme-related activities and entertainment for the World Radio Day!

We encourage all radio stations to plan and take part in this global event by organizing original activities related to the theme «Radio and Trust».

Make the themes of the day your own:

• Trust in radio journalism
• Trust and accessibility
• Trust and sustainability of radio stations

Need some inspiration?

Discover the "13 ideas to celebrate 13 February" proposed on the following pages.

Take advantage of the ready-to-use communication kit.

UNESCO provides you with different communication tools for the World Radio Day 2022 on **www.worldradioday.org**. You can download a host of items dedicated to the theme "Yes to radio, Yes to trust", allowing you to communicate with your listeners.

Let your ideas free!

Produce your own content, for example a radio programme or a podcast episode.

To promote this day, remember to communicate

Use also your social media to post your publications, tweets and pictures.

Use the official hashtag:
#WoldRadioDay

#WorldRadioDay

13 IDEAS TO CELEBRATE 13 FEBRUARY, 2022

01

BROADCAST A SPECIAL PROGRAMME

Create a programme, discussion, or podcast dedicated to the World Radio Day 2022 theme and/or sub-theme: "Radio and trust".

You can broadcast this special "Yes to Radio, Yes to Trust" programme on 13 February 2022, on the occasion of the World Radio Day.

Highlight your ability to produce independent, quality news content.

Explain to your listeners:

- How your station rewards the production of quality news.
- How you promote integrity within your station by separating business, marketing and editorial operations.
- How your station ensures that it remains independent of political and corporate interference.
- What tools and methods do you use to verify information.
- How your station handles sponsorship.
- Explain and engage your listeners about the challenges and opportunities of an independent, free radio station.

Emphasize inclusion:

- Does your radio station produce accessible content for the visually and hearing impaired? Share your best practices.
- Talk to your listeners about ways to make your radio station more accessible.
- Do you have colleagues with disabilities in your station, such as visually impaired journalists? Let your listeners know.

Tell your story about your media and information literacy efforts:

- Highlight the programmes through which your station contributes to the education of its audience. For example, how do you teach your listeners to discover, consume and respond thoughtfully to content?
- How do you teach listeners to appreciate your radio station's quality journalism?

02

INSPIRE TRUST RADIO

Show what radio is all about!

- **Give voice to your station's journalists, technical and administrative staff:** ask them about their backgrounds and commitments. What is their common ground with listeners, their shared values?
- **Explain how your station contributes to the concerns of local communities, minorities or indigenous peoples.**
- **Demonstrate the diversity of your listeners.**

03

OPEN YOUR DOORS

- **Open your radio station or studio for a day** to groups of people who would not normally have access to these spaces, and who are not part of your audience or target group of listeners.
- **Show your transparency!** To get your listeners to say "Yes to radio", say Yes to "open doors"! (*Virtually or physically*, *depending on the local health regulations in your country*).

04 TALK ABOUT HISTORY

Over the years, radio has provided a unique way of accessing trustworthy information and has thus accompanied humanity through its history.

For example, during the Cold War many listeners got their information from shortwave radio because it was the only way to hear opposing voices. **Invite people into your studio or programme who witnessed these events or who can share their experience through the different historical moments** of your radio station. Ask them how they had to listen to radio "on the sly" to get alternative information.

Tell about the origins of "free radio", how it broke the monopoly of state broadcasting and the risks taken for the benefit of listeners. **Compare it to the diversity in today's radio landscape,** where listeners can choose web radio stations by themselves to hear different points of view. Make sure that hate and incitement to violence are banned from the airwaves.

Let the listeners speak and tell those moments when their personal stories intersected with "the history" and radio.

05 DARE TO ENRICH THE SOUND

- **Organize a contest:** ask your listeners to submit on social networks the song they think best evokes the theme of trust

- **Create a soundtrack** to wish «Happy World Radio Day 2022» in the languages of your communities

- **Illustrate the variety of music, titles, composers or performers** broadcast on February 13, 2022, instead of usual playlist. Break the musical monotony!

06 ENGAGE

You trust your listeners!

Ask them to submit their subject, a theme, or an issue related to trust in radio. You can turn it into a story or make it the subject of a debate to which your listeners and others are invited to participate.

07 GET INVOLVED

Youth programme!

Ask youngsters about their trust to radio during our digital age.

Ask young people during a special programme about their level of trust in radio and how they consume it. Invite them into the editorial team to share their concerns.

Integrate young people in your team. Offer them to assist you in the production of a programme. This will allow them to express themselves and bring ideas for programmes.

Put out a call for participation on social networks!

08 INTERACT

Talk to your audience!

Vox pop: interview people on the street and ask them, for example, if they trust radio journalism and why?
Also ask them what makes radio different from other media.

09 EXCHANGE

Invite people from all over the media ecosystem to discuss the significance of trust in the current media landscape. This could be, for instance, trust in the context of a global pandemic or trust at a time of controversial events in your country. A conversation with show hosts, other media representatives, regulating boards, politicians, artists, and influencers can help understand the essential notion of trust and the responsibility of the media from different perspectives as well as highlight its importance in the battle against misinformation and disinformaton.

10 REINFORCE ETHICS

Design and conduct a master class for your staff on methods of fact and data checking. Discuss various ways to strengthen journalistic ethics and its relationship to listeners' trust: team, programming, content. Invite staff from other stations or even other media to trade thoughts on the principles of accuracy, fairness, accountability and their relationship to fact and data verification.

11 ACT FOR CHANGE

Around the theme of radio and trust, **implement an internship or mentorship programme in collaboration with local associations,** aimed at disabled or marginalized people.
Invite local associations to attend discovery sessions on one of your professions (reporter, show host, technician, etc.) and develop ideas with them to better serve the needs of this audience.

12 CREATE A QUIZ

Test your listeners' knowledge and expose misinformation. Use a social media platform or smartphone application to get your listeners involved in the quiz, then broadcast the results and winners during World Radio Day on 13 February.

For example: "True or false" game
Radio is the most reliable medium in Europe. **TRUE**
Further information:
www.radiocentre.org/radios-decade-as-the-most-trusted-medium-in-europe

Charles de Gaulle's rallying speech on BBC radio from his wartime exile, "The Appeal of 18 June", was not recorded. **TRUE**
The speech is listed in UNESCO's "Memory of the World" register.
Further information: en.wikipedia.org/wiki/Appeal_of_18_June

A hacker is an amateur who tinkers with radios to enhance their operation. **TRUE**
The word hacker was used in this sense among radio amateurs in the 1950s, who often captured "forbidden" broadcasts.
Further information:
en.wikipedia.org/wiki/Hacker_culture#Uses

The Internet is accessible to everybody, everywhere. **FALSE**
Only half the world's population (4 billion people) use the Internet.
Further information:
news.itu.int/itu-statistics-leaving-no-one-offline

13 TAKE CENTRE STAGE

Take videos or pictures behind the scenes of your station.
Show listeners how you work, how your programmes are made: post moments of preparation of your programmes before they are broadcast.

Share your initiatives on social networks with #WorldRadioDay

YES TO RADIO TO TRUST
#WorldRadioDay