



ANNEX 1:

Key Messages for World Radio Day 2016:

Radio in Times of Emergency and Disaster

This document outlines the **themes and messages** for World Radio Day 2016. To assist stakeholders in bringing World Radio Day to the community in the lead up to World Radio Day on Saturday 13 February 2016, the key points are:

Main Theme:

Radio in Times of Emergency and Disaster

FIVE Sub Themes:

1. Freedom of expression and journalists' safety should be disaster-proof.
2. Radio empowers survivors and vulnerable people, whose right to privacy is to be respected.
3. Radio has social impact and provides access to information. People's right to information should be protected.
4. Radio saves lives.
5. The immediate accessibility of radio frequencies is essential to saving lives. These frequencies should be protected in times of emergency.

Theme 1

Freedom of expression, access to information and journalists' safety should be disaster-proof

Key Message:

Radio is a powerful medium before, during and after an emergency or a disaster. Responding to emergencies is easier and more transparent when there is freedom of the expression and journalists can do their work while remaining safe.

Sub Messages:

- i. The impact that radio has in emergency situations is crucial. Without proper information, citizens are left to rumour on social media and their own judgment of the situation, which can be fatal.
- ii. During emergencies, journalists can:
 - a. Impart accurate news and credible information;
 - b. Provide educational and empowering content;
 - c. Help implement plans;
 - d. Expose corruption around disaster aid and policy failures and
 - e. Give a voice to those affected by the emergency.
- iii. States should act tirelessly to ensure that when a crisis hits, laws that restrict freedom of expression are long since repealed, so that citizens can fully be informed.
- iv. Radio can make the right to seek and receive information possible. This is a practical way to facilitate the right to information (RTI) (also known as the right to know, or the right to access information).
- v. The right of journalists to keep secret their confidential sources of information is to be protected even in times of emergency and disaster.
- vi. Access to information and localities for journalists is vital during emergencies and disasters, so they can freely report the latest news. Access to information for people saves lives.

Theme 2

Radio empowers survivors and vulnerable people

Key Message:

Radio is a powerful medium before, during and after an emergency or a disaster. Radio helps to provide dignity to survivors and vulnerable people, including in refugee camps.

Sub Messages:

- i. In times of emergency and disaster, radio remains active and close to the people most affected. It provides a unique way of reuniting loved ones and can the concerns of people affected by a disaster in real time.
- ii. Emergencies and disasters weaken people and break social links. Populations tend to believe in various unverified rumours about looting, social unrest and lawlessness, which radio can rectify or exacerbate. A disproportionate emphasis on social disorder by media can reinforce the discourse calling for greater control and restriction of basic freedoms.
- iii. Radio aids humanitarian workers and decision-makers by framing the disaster authentically and fostering informed attitudes to such interventions.
- iv. Respecting people's privacy and dignity remains paramount for ethical media coverage.
- v. Pluralistic reporting of major crises or disasters is vital to respect the dignity of survivors, maintaining their spirit of equity and justice - wherever or whatever the disaster is, all human lives are equal. Hate speech has no place in the covering of emergency situations.

Theme 3

Radio has social impact and provides access to information

Key Message:

Radio is powerful in times of emergency and disaster. Radio has the ability to raise awareness to the greatest number of people in the quickest possible time. On its own, social media plays an important part, but when it is linked to the institution of a reliable radio service, its impact can be far more effective.

Sub Messages:

- i. Radio can assist in the quick mobilisation of people to ensure a strong and coordinated global response to an emergency.
- ii. The messages heard on radio can turn people from passive listener to active citizen, especially in times of emergency and disaster. Radio interactivity is a power feature.
- iii. Radio is an important partner for government and non-government organisations to help ensure a coordinated response.
- iv. Community radio is a vital local resource in disaster and emergency, usually highly efficient due to their knowledge of local resources, infrastructures and actors. However, community radio stations can also be vulnerable – their reporters and technical staff can be affected by the situation. Ongoing support for local community radio stations and ensuring they have a sustainable future, is important as it is too late to create their infrastructure when disaster and emergency strike.

Theme 4

Radio saves lives

Key Message:

Radio is powerful before, during and after times of emergency and disaster. Radio empowers listeners and allows humanitarian workers and rescuers to protect people.

Sub Messages:

- i. Radio is an extremely efficient way in which to assist communities to prepare for disasters and reduce the risk of death and injury.
- ii. Radio can act as an early warning system to reduce disaster risk.
- iii. Radio helps disseminate messages to affected communities and contributes to the impact humanitarian organizations can have on the ground.
- iv. Radio is technically resistant. In times of crisis, radio is always on: Radio is able to broadcast and to be received, even when electricity fails. This makes radio a unique medium in order to maintain the link between rescuers and survivors.

Theme 5

The immediate accessibility of pre-coordinated radio frequencies is essential to saving lives

Key Message:

Radio frequencies and their accessibility during times of emergency and disaster must be secured and assured. The blocking of essential radio frequencies can harm lives and prevent radio's ability to disseminate vital information.

Sub Messages:

- I. The frequencies dedicated to radio broadcasting in an emergency should remain free and accessible.
- II. Radio broadcast frequencies can also become vulnerable in times of emergency. States should have protection plans in place for emergency radio frequencies.

General Theme

Radio in Times of Emergency and Disaster

Key Messages:

1. Radio is a powerful medium before, during and after an emergency or a disaster;
2. Radio allows humanitarian workers and rescuers to protect people and their lives before, during and after an emergency;
3. Radio has the ability to raise awareness to the greatest number of people in the quickest possible time;
4. Radio helps to provide dignity to survivors and vulnerable people in emergency situations, including in refugee camps;
5. Journalists and citizens need access to information and the freedom to report during times of emergency;
6. Community Radio has a vital role to play in disaster and emergency response, equally, they are vulnerable in times of disaster;
7. Let's celebrate Radio! Radio as a medium still reaches the most people in the quickest possible time to spread information, news and of course, entertainment;
8. The immediate accessibility and protection of radio frequencies is essential in an emergency;
9. In times of rapid technological change to media, vulnerable people still have the right to privacy and dignity;
10. Radio saves lives in times of emergency and disaster.