



ANNEX 2:

Fifteen Ideas for Celebrating World Radio Day 2016

This document is for UNESCO Field offices and National Commissions. It will also be shared with radio broadcasters, journalists and other media professionals, NGOs and policymakers.

The theme for World Radio Day 2016 is ‘**Radio in Times of Emergency and Disaster**’, with the goal of celebrating how important radio is in our lives, in both times of peace and in times of emergency and disaster.

In talking with our colleagues from around the world, it’s clear that 2016 will be a critical year for emergency response and educating the community about disaster risk reduction. What better way to do this than through the most **easily accessible and commonly used form of media that we have - Radio**. It is an inexpensive medium that requires relatively simple technology and its reach extends from policy makers to remote communities and marginalized groups. Social media is an important component, but it is not a substitute for reliable, timely and interactive radio services based on community trust.

From human-made conflicts resulting in large populations of people seeking asylum, to increasing and more severe climate change related emergencies, it is important that UNESCO highlights the impact of Radio in times of emergency and disaster.

There are **FIVE Key Themes** and **FIFTEEN Ideas** to help bring World Radio Day to life on and around 13 February 2016. The **themes** are:

1. Freedom of expression and journalists’ safety should be disaster-proof.
2. Radio empowers survivors and vulnerable people, being mindful of their right to privacy.
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.

Social Media for World Radio Day 2016

Twitter handles: @worldradioday @UNESCO

Hashtags for social media: #RadioSavesLives #ListenVoiceAct

Quick Overview

Date	Idea	About
14 December 2015	Idea 1: Get registered Idea 2: Get Active Idea 3: Get in Touch	Register your email online Start sharing on social media Let us know what your ideas are!
11 January 2016 - launch of website	Idea 4: Get Copyright Free Content	You will be able to get copyright free content to use on World Radio Day.
11 January - 13 February Organise your activities for World Radio Day!	Idea 4: Get Copyright Free Content Idea 5: Get Sharing Idea 6: Give a Voice to the Voiceless Idea 7: Get Your Ideas on the World Stage Idea 8: Get a Partnership Idea 9: Get Educating Idea 10: Get Celebrating Idea 11: Get an advocacy campaign started Idea 12: Organise a Public Open Day Idea 13: Get a pop-up radio station by using online digital radio suites.	New content will be added weekly. Put WRD banners on your webpage. Share stories of those who are survivors of emergencies and disasters Tell us your activities and we'll upload them on the webpage. Host an emergency simulation with emergency responders Use our teaching aids to inform Celebrate the importance of radio in times of emergency and disaster. Help ensure radio reaches the people it needs to. Invite the public to visit your radio station, NGO or organisation. Anyone can broadcast on World Radio Day!
12 February 13 February Tune in!	Idea 14: Get Reporting Idea 15: Get Tuned in to World Radio Day!	Share UNESCO's World Radio Day press release and stories. Tune in to the World Radio Day broadcast.
13 February - 29 February	Idea 5: Get Sharing	Share your photos and the activities you achieved on World Radio Day 2016 with the UNESCO WRD team.

Fifteen Ideas to Celebrate World Radio Day

Idea 1. Get Registered

Register your email with www.worldradioday.org from 16 December 2015 to receive regular updates, new content and ideas leading up to World Radio Day, 13 February 2016.

The theme is Radio in Times of Emergency and Disaster, which is yet another reason to celebrate why we love radio and why it's important in 2016. By registering your email, or nominating a contact person in your office, NGO or radio station to disseminate the information, you will have the most up to date information in order to celebrate the day.

The full website will go live on 11 January 2016. We encourage you to put this date in your diary now.

Idea 2. Get Active

Get active on Social Media long before 13 February 2016. You can get active as early as 14 December when our registration goes live. You can:

1. Tweet to your followers that registration is now open. Tweet: "Register now for @WorldRadioDay by visiting www.worldradioday.org #RadioSavesLives in times of emergency and disaster @UNESCO".
2. Instagram yourself listening to the radio and share with your Instagram followers and the UNESCO handle: "I love listening to the radio. #RadioSavesLives #ListenVoiceAct www.worldradioday.org @UNESCO".
3. Share your tweets and Instagram photos with our Facebook page.

Idea 3. Get In Touch

Get in touch with your local or regional UNESCO office. Your UNESCO field officers are excited about the possibilities of partnering with you for World Radio Day 2016. You can:

1. Arrange an outside broadcast in the local community on 13 February 2016. You can invite emergency responders like police, ambulance, fire brigade and other emergency responders (like the Red Cross/Red Crescent movement) or humanitarian organisations to share their work with listeners. This helps the community to be prepared for an emergency. Use the hashtags #ListenVoiceAct and #RadioSavesLives for your on-air discussion.

Idea 4. Get Royalty Free Content

UNESCO will start releasing royalty free content for you to download and broadcast on your radio station, activities to share with your constituency if you are an NGO, videos to share on social media and fun activities to do with friends, school children or university classmates from **11 January 2016**. You can browse our dedicated www.worldradioday.org webpage to start building your own agenda and activities for World Radio Day 2016. Content includes:

1. Messages from influential people such as UNESCO's Director General, **Irina Bokova** and the UN's Secretary General, **Ban Ki-moon**;
2. Interviews with key emergency and disaster response influencers from organisations such as the International Committee of the Red Cross (ICRC) and other NGOs.
3. Infographics on radio and its reach in the world, especially in times of emergency and disaster;
4. General content to download and share – reportage, videos, podcasts, playlists for music and lots of activities. There will be a lot of content to choose from to help you produce your World Radio Day show or activity. These include UNESCO programmes that ensure #RadioSavesLives – such as the Radio in a Box programme.
5. There will also be content on key messages for Radio day, such as:
 - a. Ensuring the frequency allocations for radio in times of emergency are open and accessible.
 - b. Ensuring that journalists have access to information and the right to freedom of expression.
 - c. More of these ideas are explored in Idea 14.

Idea 5. Get Sharing

Use the World Radio Day banners and widgets to put on your webpage to spread the word and show that your Radio Station or NGO supports UNESCO's World Radio Day. Our banners will have the WRD logo and will come in square, landscape and portrait sizes to fit your needs. Find them on the website: www.worldradioday.org

Idea 6. Give a voice to the voiceless

One of the reasons for choosing Radio in Times of Emergency and Disaster is to highlight some of the stories of those who are vulnerable in these times and in particular refugees. Sometimes disaster and emergency situations remain in effect a long time after the initial shock. People live in vulnerable conditions for years, increasingly due to climate change related emergencies or because they are fleeing a conflict zone. The number of refugees is increasing rapidly worldwide.

Most of the time newspapers and TV broadcasts feature experts but seldom give the voices of those affected by disasters. Very few from the general public get to tell their stories. The strength of radio as a medium allows listeners to hear those voices and to interact, often for the first time:

1. Organise an online program to collect the statements, stories and hopes for the future and broadcast it on World Radio Day;
2. Propose to NGO's working in a refugee camp in your area to organize field visits and interviews and share them online and/or with your radio partner.

3. Use our royalty free content to broadcast on your radio station or share on your web page and social networks.

Idea 7. Get Your Ideas on the World Stage

Once you've planned your World Radio Day 2016 activity, let UNESCO Headquarters in Paris know about it! Let's put your activity on our World Map so others can find you in your region or country and get involved locally in person or by listening in. Visit www.worldradioday.org after 7 January and right up until 13 February to register your event on our interactive world map.

Have you got your own idea you'd like to share? If you have an inspirational idea to spread the message that #RadioSavesLives on #ListenVoiceAct, then we'd like to hear from you so we can share your fabulous idea with our partners and networks.

Idea 8. Get a Partnership - Host an Emergency Simulation

Invite your local Red Cross/Red Crescent or another emergency response organisation to host an Emergency Simulation Exercise on Saturday 13 February, World Radio Day. Invite young people, for example, local Scouts and Girl Guides, to participate in the simulation. Involve local councillors, fire brigade, emergency responders and others to help simulate the emergency:

1. Invite a local community radio station to do live crossings throughout the day, and build a picture for the community about what an emergency looks like, how many different people are involved in making the scene safe and how #RadioSavesLives during an emergency;
2. UNESCO will provide a full "How To Host an Emergency Simulation" document on our webpage, www.worldradioday.org;
3. Don't forget to do a press release and invite other media to your event to spread the message and publicise your activity.

Idea 9. Get Educating!

Use World Radio Day to help educate students in your classroom or young people in your community. Visit www.worldradioday.org to find a bunch of activities for young people:

1. Build a Foxhole Radio out of household items. The Foxhole Radio can be built in an emergency situation. Follow our instructions available online and see what radio stations you can tune into. Create a partnership with a local radio station so children can listen in to a dedicated show with their newly built radios;
2. Use teaching aids to help teach children and young people about the reach of radio and how it helps in times of emergency. For example:
 - a. Empower youth through radio. UNESCO's radio toolkit – Linking Generations Through Radio – is an open access document, which is inspired by children and youth who make up one-third of the world's population. The toolkit will help you start up a customised youth radio programme around the theme of radio in times of emergency and disaster. You can find the toolkit here: <http://en.unesco.org/radioict/linking-generations>
 - b. Use this learning tool from the British Red Cross on how radio reached migrants in times of war. It will be translated into different languages on our webpage: <http://www.redcross.org.uk/What-we-do/Teaching-resources/Lesson-plans/Refugees-primary>



Photo credit: <http://i465.photobucket.com/>

Idea 10. Get Celebrating!

You can celebrate World Radio Day and the world's love for Radio within the theme of "Radio in Times of Emergency and Disaster", as we have a number of fun activities aimed specifically at Commercial Music Radio Stations and Youth:

1. See our short video called "Emergency Blackout" available on www.worldradioday.org. From the week starting Monday 6 February, encourage listeners to tweet their favourite song to listen to in an emergency blackout, to your Radio Station twitter handle. You can play listeners' songs throughout the week and have a countdown of the top 10 songs on Saturday 13 February;
2. Download and print out our mobile Photo Booth with radio props. Run a dedicated music programme on Saturday 13 February in the evening for young people and ask



them to send Instagram photos of them using the photo booth props while they listen to your programme. Offer a prize for the best photo.

Idea 11. Get An Advocacy Campaign Started

Do you have an issue in your area that you need to inform policy makers about? Maybe you have an early warning system for disasters like floods or tsunamis but it is lacking in community radio support. Or maybe you belong to an amateur radio group that can assist in emergencies but you don't know how to help? Perhaps you are part of an emergency response volunteer group and you're keen to involve community radio in your activities. Use World Radio Day to spread your message:

1. Host a reception at your local council or Parliament. Have an MP or Counsellor sponsor the event. Invite stakeholders such as elected officials, policy makers, emergency responders, radio broadcasters and key members of the community to talk about how you can change policy for the better to ensure #RadioSavesLives;
2. Create awareness of Member States of UNESCO on the availability of radio frequencies and spectrum congestion for broadcasting in an emergency. Did you know that the immediate availability of pre-identified and pre-coordinated frequencies, and/or spectrums are important for the successful use of radio-communications in the very early stages of emergencies for disaster relief? You can find out more on the issue of radio frequencies by visiting the website of the International Telecommunications Union, one of UNESCO's official World Radio Day partners, here: <http://www.itu.int/en/action/emergency/Pages/default.aspx> ;
3. Write to your local MP to ask for a meeting to talk about your issue – whether it be about radio in times of emergency or about disaster preparedness. Invite them on a local radio programme to talk about it.

Idea 12. Organise a Public Open Day

An open day is a great way to involve the public in your activities. Inviting professional aid workers, first responders, radio reporters and disaster risk reduction specialists to your organisation's open day is an excellent opportunity to spread the message that #RadioSavesLives.

You can:

1. Write to local radio stations about your organisation and invite them to report on your open day, explaining to the public how your organisation assist in times of emergency and disaster;
2. Partner with a radio station to do an outside broadcast in a public space, inviting members of the public to attend; don't forget to involve beneficiaries (refugees) to give them the opportunity of sharing their stories.
3. Organise a workshop on disaster risk reduction – how can people disaster-proof their home? Invite an expert to give a workshop during your open day and invite a local radio station to report on the findings.

Idea 13. Get a Pop Up Radio Station Using Digital Online Suites

Join college students around the world by setting up your own Pop Up Radio Station for the day on World Radio Day 13 February. You can use Internet radio broadcasting suites such as www.mixlr.com to create your own radio show with UNESCO content from **Idea 4**, or ask students to help create your own content.

Idea 14. Get Reporting

UNESCO will be hosting a press conference on Friday 12 February 2016. Share the press conference and press release with your networks and report the World Radio Day activities and messages in your local press. Don't forget the hashtags for social media: #RadioSavesLives, #ListenVoiceAct and add our handles: @worldradioday, @UNESCO. You can:

1. Use the **five main themes** in UNESCO's World Radio Day message to start a discussion with key people in your community – emergency response workers, government ministers, humanitarian organisations, non-government organisations. How prepared is your local community for an emergency? ;
2. Use the **World Radio Day jingle**, or create your own, to advertise that the next segment on your radio station is about World Radio Day. You can use World Radio Day free content during the week leading up to World Radio Day to create a picture of the importance of Radio in Times of Emergency and Disaster;
3. Have an **on-air discussion** about the particular themes around World Radio Day and Radio in Times of Emergency and Disaster. For example – invite a journalist and a humanitarian worker to have a discussion about their experiences working in the field in times of emergency or conflict;
4. **Create a Vox-Pop.** Take an emergency response worker with you into your community and ask some basic survival questions. How disaster-prepared is your community? When you air the show, invite radio listeners to call in with their suggestions on how you can be better prepared as a community;
5. Use our materials on **hate speech**:
<http://unesdoc.unesco.org/images/0023/002332/233231e.pdf> (English)
<http://unesdoc.unesco.org/images/0023/002332/233231a.pdf> (Arabic)
<http://unesdoc.unesco.org/images/0023/002346/234620f.pdf> (French)
Use the five point hate speech test to encourage discussion around hate speech in times of emergency – or when hate speech can create an emergency;
<http://ethicaljournalismnetwork.org/en/contents/hate-speech-infographic>
6. Share the stories on the **safety of journalists** in conflict and disaster zones with your community. What were their experiences in ensuring the news reached its audience? Why are journalists more at risk in times of conflict and crisis? You can refer to the **UN's Plan of Action on the Safety of Journalists and Issue of Impunity**:
<http://www.unesco.org/new/en/communication-and-information/freedom-of-expression/safety-of-journalists/un-plan-of-action/> ;
7. **Access to information** for journalists is vital during emergencies and disasters, so they can freely report the latest news. Access to information saves lives. Consider organising a programme or an event where a public representative and community

- groups discuss access to information. Does your country have access to information laws in place? What happens to access to information in the aftermath of a disaster?
8. Women and men are affected differently in disaster and emergency situations. **Gender** can play an important role how people become vulnerable in times of emergency and disaster. Organise a community discussion and a focus on gender to highlight the issues pertinent to gender in an emergency. You can find more information from the Gender Disaster Network: <http://www.gdnonline.org/>
 9. **Link up** with other radio stations or radio communities and pool your resources to hold a **special event** on World Radio Day. For example, All India Radio, Private FM and Community radio stations Bhubaneswar, India, are organizing a Radio Fair on 13 February 2016, where overseas broadcasters will take part in the event – providing a unique opportunity for local, national and international engagement on World Radio Day;
 10. Organise a discussion with representatives from radio member/professional associations or the International Telecommunications Union. The ITU has vast amounts of information on their website regarding radio in times of emergencies and disasters. You can find information here:
 - a. https://www.itu.int/dms_pub/itu-r/opb/rep/R-REP-BT.2299-2014-PDF-E.pdf
 - b. <https://www.itu.int/en/ITU-D/Emergency-Telecommunications/Documents/Publications/brochure.pdf> ;
 11. Visit www.worldradioday.org and build your own programme using the royalty free programmes.

Idea 15. Get Tuned in on World Radio Day!

UNESCO will be broadcasting a special radio programme LIVE from an emergency zone, interviewing emergency response workers, aid workers, representatives from humanitarian organisations and talking with those who are affected by the emergency. Tune in to hear the voices of those who have been directly affected by conflict and who are seeking asylum. Learn about their lives after a conflict and how radio is helping to enhance their lives through information and culture. Share this radio programme with your networks, **LIVE on World Radio Day, 13 February 2016.**

Tune in by visiting www.worldradioday.org