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联合国教育、
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**AUDIO Message from Ms Irina Bokova,
Director-General of UNESCO
on the occasion of *World Radio Day***

13 February 2014

Today, we celebrate radio as a force for freedom of expression and pluralism, for all men and women.

...especially women – who remain under-represented in news-making, in decision-making, and in media ownership.

How can we get the full story with only half of the world's voices?

This is why UNESCO is working to develop radio as an independent and pluralistic media for both women and men, and to create a safer environment for all journalists, regardless of gender.

Radio can carry *any message* to *any place* at *any time* – we need to fully harness this power for the benefit of everyone.

In this spirit, UNESCO calls today on all broadcasters — from local community stations to international media outlets — to promote gender equality and the empowerment of women and men both *in* and *through* radio.

This is UNESCO's message on *World Radio Day*.