



United Nations  
Educational, Scientific and  
Cultural Organization

**Press Release**  
**World Radio Day**  
**Phnom Penh, 13 February 2013**

13 February is World Radio Day — It is a day to celebrate more than 100 years of radio which has served people around the world, opening doors for change and improving livelihoods in the remotest corners of the world. In Cambodia, radio informs, educates, and entertains, and it has acted as a medium for freedom of expression and plurality of voices. World Radio Day was proclaimed by the 36<sup>th</sup> General Conference of UNESCO in November 2011 and endorsed by the 67<sup>th</sup> session of the UN General Assembly in December 2012. Today is the second World Radio Day since its inception, and we welcome the opportunity to celebrate the power of radio to promote peace, development and human rights.

UNESCO has been working towards creating space in local and national radio for marginalized and ethnic populations in Cambodia. Since 2009, the UNESCO has partnered with the Ministry of Information and the Provincial Radio Station in Ratanakiri to support an indigenous language radio programme. The programme features content in four indigenous languages – Kreung, Tampuan, Jarai and Brao - and represents the only initiative of its kind in Cambodia. The indigenous radio project has focused on building the capacity of the young indigenous people to connect with their own communities, and identify and produce localized content to facilitate the participation of their people in public dialogue.

UNESCO is currently implementing two major media and freedom of expression projects in Cambodia, within the framework of the International Programme for the Development of Communication (IPDC), a multilateral forum in UNESCO designed to mobilize the international community to promote media development in developing countries. In Cambodia, the first project, *Capacity building for local radio staff to produce community programmes*, implemented in cooperation with Department of Media and Communication, seeks to equip and upgrade the skills of the existing provincial radio staff in Cambodia to enable them to produce sustainable community-based radio programmes serving the eight provinces of Pursat, Takeo, Svay Rieng, Preah Sihanouk, Kampong Thom, Kratie, Pailin and Ratanakiri.

Under the second project, *Sustaining community media and participation through freedom of expression in Cambodia*, trainings on citizen journalism are being implemented in the provinces of Ratanakiri, Mondulkiri and Preah Vihear in cooperation with the Cambodian Center for Independent Media. The project contributes to empowering marginalised indigenous

communities to represent themselves through active participation in radio broadcasting, leading to a diversity of voices and interests expressed through Cambodian media platforms.

The media—and especially radio in the Cambodian context—is the key to unlocking the visions, values and ideas of the Cambodian people for sustainable development in all parts of the country. While recognizing that the problems facing independent media in Cambodia are complex and interlinked, UNESCO continues to support marginalized communities to express their views and interests through active participation in media broadcasting. As the Director-General, Irina Bokova, says on the occasion of the Day, “Radio is a key platform for education and for protecting local cultures and languages. It is also a powerful way to amplify the voices of young people around the world on issues that affect their lives... Radio has transformed our past, and it remains a powerful force for shaping a more peaceful, more sustainable and more inclusive future for all.”

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