



13 February 2020

#weare **diversity**  
**radio**



# 13 ideas box

## How to participate to this event ?

On 13 February, announce to your listeners that it is World Radio Day and broadcast a short segment about this edition's theme "Radio and Diversity".

To start...



Prior to the day, you can also register your email in our **mailing list** to receive regular updates, new content and ideas leading up to World Radio Day, 13 February 2020.



You are a radio station or a podcaster and are inspired by this edition's theme on Diversity?

You can **produce your own radio programme or podcast episode around this issue and share it with UNESCO**. The best shows and episodes will be linked on the official UNESCO World Radio Day webpage.



Use the World Radio Day resources and banners to put on your webpage to spread the word and show that your radio station, podcast or NGO supports UNESCO's World Radio Day. Visit [www.worldradioday.org](http://www.worldradioday.org) to learn more and download resources.



We encourage all radio stations, audio shows and podcasts to **plan for something special** on World Radio Day. You can find inspiration in the present list of ideas, or come up with an original event. Once you've planned your World Radio Day 2020 celebration, let UNESCO know about it by registering your event on our World Map so others can find you and get involved locally in person or by listening in. **Visit our website** to register your event on our interactive world map.



You can spread your thoughts and get active on Social Media long before 13 February 2020. Remember to share your posts, tweets and Instagram photos with UNESCO (@UNESCO) and to use the hashtags **#WorldRadioDay #WeAreRadio #WeAreDiversity**.



**#contact**

Coordinators of the World Radio Day

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**different multifaceted open**  
**unique engaging**

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# 13 ideas for celebrating WRD2020

01

## PROMOTE YOUR OWN DIVERSITY

Create a segment or episode highlighting various aspects of the diversity of your radio station or podcast – it can for example :

- Explore the diverse experiences and backgrounds of your staff
- Highlight the diversity of your audiences and listener communities

You can broadcast this “Diversity” special on the 13 February to mark World Radio Day and this year’s theme.

02

## REFLECT

We encourage outlets to use this edition’s theme to reflect on their diversity. For example, you could do a **diversity check** among your team.

- Does it reflect the composition of the country or community?
- Does it englobe the diversity of your intended audience?

Look for implicit and explicit bias and dare to confront it.

03

## TAKE A STAND

Following the check, why not try developing a **diversity & equal opportunities charter** to add to your organization’s existing policies. Include ideas on how to enhance and promote diversity for both your staff and programmes.

04

## BROADCAST A SPECIAL

Produce a special segment including a group whose voice is usually not heard in your station or podcast and broadcast it on World Radio Day, 13 February 2020. Are you a music-based station or show? Set the tone on February 13 and include artists or composers of different background, origin and style.

05

## OPEN YOUR DOORS

Open up your radio station or studio for a day to include a group of persons who normally would not have access to such spaces, and who is not among your confirmed audience or specific target group. An open house can create new interest and diversify your audience!

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## 06 ENGAGE

Engage with your audiences through:

- **Vox-pop:** Interview people on the street and ask them what diversity means to them and why they think diversity is important for radio/media
- **Contest:** ask your listeners to submit on social media a song they believe has never before been played on your station (**#WRD2020, #RadioforDiversity, #WeAreRadio #WeAreDiversity @[handle of your station]**).

## 07 DISCUSS DIVERSITY IN MEDIA

Invite people from across the media ecosystem to discuss what diversity means in today's media landscape. A conversation with radio hosts, other media outlet representatives, regulators, politicians, artists and influencers can help understand the concept of diversity from various perspectives and underline its importance and for today's.

## 08 BUILD CAPACITY

Design and propose a masterclass on diversity in radio, for the staff of your own radio or why not invite staff from neighboring radios or other media. Learn how to diversify the workforce, the programming or content, and discuss what opportunities enhanced diversity can bring to your radio.

## 09 PRODUCE A RADIO DRAMA

Radio theater can help understand and promote diversity in society. Produce a radio drama in which the episodes tell the stories of persons from all lifestyles and with different backgrounds. Challenging negative stereotypes through positive representation can encourage discussions on diversity.

## 10 ACT WITH AFFIRMATION

Set up an internship or mentorship programme in collaboration with local associations that benefit members of disadvantaged or marginalized persons in society. Teaching the art of the trade not only builds capacity but enable more diverse stories to get out. Is your radio station part of a network or media association? Invite them to be part of the initiative.

## 11 DESIGN A QUIZ

Make a quiz on a topic related to diversity that speaks to you or which connects to the theme of your show or radio station. Use a social media platform to engage your listeners in the quiz and broadcast the results and/or winners on World Radio Day, 13 February 2020.

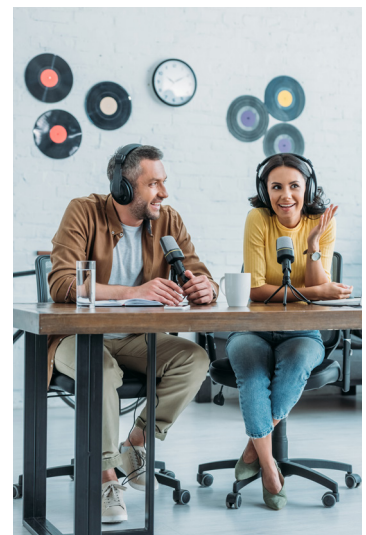
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**12** **YOUTH  
DIVERSITY**

Hold training sessions using UNESCO's Youth Radio Toolkit for a diverse group of young broadcasters, or collaborate with schools to enroll a diverse group of students in the sessions. Their "graduation" could be to produce a short clip of a day in their life or on another theme. Broadcast the clips or create a podcast series, to showcase youth diversity.

**13** **LANGUAGE  
COLLAGE**

Create a collage segment where listeners say "Happy World Radio Day" in different languages or dialects spoken in your community/country/region. Invite them to either call in a voice message or prepare the segment through a vox-pop. Broadcast the collage segment on World Radio Day, 13 February 2020.



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