



10th WORLD
RADIO
DAY
13.02.2021
EDITION

NEW WORLD NEW RADIO

EVOLUTION, INNOVATION, CONNECTION

THEME WRITE-UP

On the occasion of World Radio Day 2021 (WRD 2021), UNESCO calls on radio stations to celebrate this event's 10th anniversary and the 110 years of radio.

This year's theme, «New World, New Radio» recalls how this medium is part of humanity's history by following the various developments in our society and adapting its services.

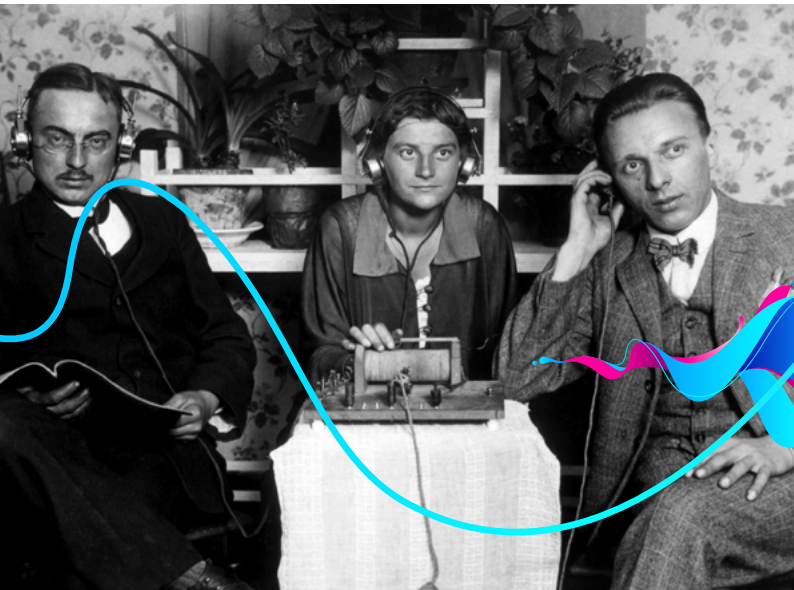
As the world changes, so do radio.

Thus, during the Covid 19 pandemic, radio made it possible, for example, to ensure continuity of learning, to fight against misinformation, and to promote barrier gestures.

To celebrate with us the 10th World Radio Day, we propose you three sub-themes that illustrate this year's overall theme, «New World, New Radio.»

You can choose to communicate on one or all three.

EVOLUTION INNOVATION CONNECTION



«New World, New Radio» is, therefore, an ode to the resilience of radio. It is a tribute to its capacity for perpetual adaptation at the rate of societal transformations and listeners' new needs.

Accessible anywhere and anytime, radio reaches a broad audience. It presents itself as an arena where all voices can be expressed, represented, and heard hence why radio is still the most consumed medium worldwide today.

CONTACT

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#worldradioday

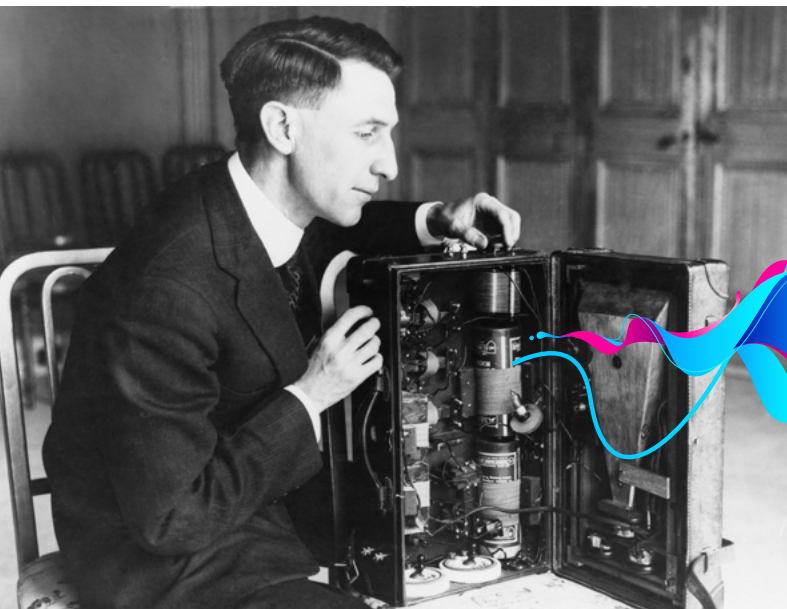
THEME WRITE-UP



EVOLUTION

THE WORLD CHANGES,
RADIO EVOLVES

This sub-theme refers to **the resilience of the radio, to its sustainability**. Radio has indeed accompanied historical moments, like moments that are personal to us. Broadcasts and public speaking marked an era. Voices and music have accompanied our daily lives. Debates opened our minds. Radio has been following changes in our world for over a century, evolving with it. Radio remains the world's witness and relay.



INNOVATION

THE WORLD CHANGES,
RADIO ADAPTS AND INNOVATES

Radio has had to adapt to new technologies to remain the go-to medium of mobility, accessible everywhere and to everyone.

Whereas yesterday's radio was simply a transistor on our kitchen tables, nowadays the radio follows us on each of our trips thanks to smartphones. Technological progress and digitization have made it possible for **the radio to adapt to our new behaviors and lifestyles**. Radio is no longer just a sound medium: today, the radio is listened to on TV, and TV is heard on the radio.



CONNECTION

THE WORLD CHANGES,
RADIO CONNECTS

This sub-theme highlights **radio's services** to our society—natural disasters, socio-economic crises, epidemics, etc. No matter the events, radio connects us to forge or maintain links. Public service announcements, alerts, and broadcasts, ensuring the continuity of learning, are examples of services provided and solutions offered by radio to best meet listeners' needs.



THEME WRITE-UP

HERE ARE THREE WAYS TO SIGN UP FOR THE CELEBRATION.

01 REMIND

that radio has been part of our media landscape for years and evolves according to events, the sanitary, socio-economic, political, and legislative contexts.

02 ENCOURAGE

the connection and maintenance of the link that radio provides thanks to the various services offered, in all circumstances and worldwide.

03 EMPHASISE

the different ways to listen to the radio, anytime and anywhere, making it the number 1 media for mobility thanks to its adaptation to new technologies

On this World Radio Day, UNESCO and your local radio station are committed to ensuring that both the world and the radio continue to evolve, connect, innovate.

Let's celebrate together the «New World, New Radio»!

For more information, visit www.worldradioday.org

