



10<sup>th</sup> WORLD  
RADIO  
DAY  
13.02.2021  
EDITION

# NEW WORLD NEW RADIO

EVOLUTION, INNOVATION, CONNECTION

## SUGGESTION BOX

### HOW TO PARTICIPATE IN THE EVENT?

On February 13, we will be celebrating the 10<sup>th</sup> edition of World Radio Day, on the theme: «New World, New Radio».

Radio is over 110 years old today—**one hundred ten years of evolution, connection, and innovation.** This year is also the 10<sup>th</sup> anniversary of World Radio Day, a unique opportunity to remind your listeners that radio is an integral part of our world, that it evolves with it. Radio continues to forge links, provide services to each other, and adapt to our lifestyles thanks to new technologies (podcast, internet, wireless headphones).

### TO BEGIN WITH ...



Before the event, we will invite you to [register your email in our mailing list to receive this year's communication kit](#). It contains all the elements that allow you to communicate with your listeners (video, radio spot, gif, banner) around the "New World, New Radio" theme, and make this tenth anniversary a real celebration!



We encourage all radio stations, audio shows, and podcasts to plan and **participate in this global event** by organizing original actions, which can be inspired by this «suggestion box».

**Visit our website to register your event** on our interactive world map and let us know about your initiatives.



Are you inspired by the theme «New World, New Radio»? **Feel free to produce your radio program or podcast** around it and share it with UNESCO. What do the evolution, connection, and innovation of radio and the world mean to you? Speak in your own words, and let us share your experiences! UNESCO will rebroadcast the best programs and initiatives.



Before February 13, use social networks to express yourself on the inspiring topic «New World, New Radio»! Don't forget to share your Instagram posts, tweets, and photos with UNESCO (@UNESCO) and use the official hashtags:

**#WorldRadioDay, #NewWorldNewRadio.**



UNESCO also provides you with the communication kit around World Radio Day 2021 on [www.worldradioday.org](http://www.worldradioday.org)

## CONTACT

The World Radio Day coordinator

Alex Da Silva:

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#worldradioday

## SUGGESTION BOX

# 13 IDEAS TO CELEBRATE WORLD RADIO DAY 2021

01

### TALK ABOUT YOUR EVOLUTION

We encourage radio stations to use this edition's theme to reflect on their development and that of their listening community. For example, since your start, you indeed have adjusted many things in your organization, programs, relations with your listeners, in your teams, or your distribution methods. The evolution of the radio itself, the environment, and the socio-political and legislative context perhaps impacted your station?

- **Tell us about these critical moments.**
- **Create a podcast program or episode** highlighting various aspects of your development as a radio station over time; evolution linked to technological innovation, adaptation to our environment, or a need for connection.
- **Show how your newsrooms, your studios, audiences, listening communities, and programs have adapted to move towards more connection and innovation.**

02

### OPEN UP THE DEBATE

After the findings and observations, let's ask ourselves about the usefulness of evolution. Is it necessary to cope with the changes in our world? Can we remain unchanged and still please our listeners? Do we have to listen to the world to offer a radio that is adapted to it?

- **Share these questions with your listeners** and let us know your findings. The debate is enriching, and it can create links with your communities.
- **Providing a conversation with radio hosts,** various media representatives, regulators, politicians, artists, and influencers can help explore and imagine the concept of "New World, New Radio."

03

### BROADCAST A SPECIAL PROGRAM

Radio is a primordial and priority medium in many situations. For example, it can save lives by disseminating warning messages in the event of a natural disaster. It conveys information making it possible to find missing persons or to guard against pandemics.

- **Tell your listeners what radio messages have changed a course of events and left their mark on you.**



# SUGGESTION BOX

## 04 OPEN YOUR DOORS

Open your radio station or studio for a day to a group/groups of people who would not usually have access to these spaces and not part of your audience or target audience group.

- **An open door day can create new interest and diversify your audience. For some, opening your doors is all about evolving, connecting, and innovating.**

## 05 ENGAGE

Interact with your audience by:

- **A vox pop interview:** Interview people on the street and ask them what "New World, New Radio" means to them. Open up avenues for them by talking to them about evolution, connection, innovation. Ask them what it means to them on the radio.
- **Recordings:** Invite your listeners to call the station and let you know what New Radio is to them. Suggest that they record a voice message on this theme in just five words and ending with "New World, New Radio!" Happy World Radio Day».
- In February 2021, **mix all these recordings and pass these messages** to the different voices, accents, and genres.
- **Use a social media platform** to disseminate the recordings collected to your listeners and organize a contest allowing listeners to choose the most liked clips.
- **Publish the results** and the winners on World Radio Day on February 13, 2021.

## 06 HAVE FUN!

We are organizing a sizeable **participatory game with an artist from the electro scene: Chapelier Fou**. This initiative aims to offer an



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original, international, and participatory musical composition that will be broadcast on social networks.

- As a radio station host, **tell us what the theme: «New World, New Radio» means to you** on a musical or philosophical level: Evolution, connection, innovation.
- **Submit your recording on our Facebook page or send it to our coordinator: Alex Da Silva: [a.da-silva@unesco.org](mailto:a.da-silva@unesco.org)**

Le Chapelier Fou will be responsible for choosing the most significant excerpts and mixing them to make a new work, which we will relay on the UNESCO site, our Facebook page, and which you can share yourself.

**#WorldRadioDay**  
**#NewWorldNewRadio**  
**@[your station]**

# SUGGESTION BOX

## 07 ORGANIZE A QUIZ

The history of radio contains many anecdotes. For example, did you know that women have played a decisive role in radio history and development? It all started in 1840 with the telegraph operators, the storytellers, and the famous engineer and host, *Eunice Randall*. They officiated in 1920 on the station of the *American Radio and Research Company*.

- To prepare your quizzes, you can get inspired by our «Did You Know» series, available on our social networks, or talk about your own story and your anecdotes.

## 09 PRODUCE A RADIO SERIES (A SPECIFIC PODCAST)

- Create a radio series that tells the story of the radio backward or your own story. Complete the series on the day of the event.

- You can also develop a series on radio services, for example, during the Covid, in specific situations where you have been asked to communicate to change a position.

A series recounting the stages of your digitalization can also be part of this year's theme. The goal is to highlight your station's evolution, thanks to innovation (DAB, podcasts), how your station and your employees have adapted to broadcasting that is audio and visual: replay and radio on demand.

- Relay this series on your social networks



## 10 IMAGINE THE FUTURE

So far, we have taken stock of what radio and the world and its evolution is today.

But in this perspective of «evolution, connection, innovation», there is also an idea of projection into the future!

- Imagine how the world can evolve and take with it the evolution of radio.

- Invite your listeners and media players to make the craziest projections so that this New World, this New Radio, continues to fit into the future with a positive outlook. How do they see the radio in the future?

## 08 RENEW YOURSELF

- Offer a workshop with your team around the theme «New World, New Radio,» and invite your employees to find new ideas to better «evolve, connect and innovate.»

This can be an excellent opportunity to organize a friendly brainstorming and post our and your social networks the most impactful ideas.

- Implement suggestion boxes to innovate within your station: editorial line, guests, programs, etc. This initiative will be beneficial for forging links in your station and with your listeners, who will also be able to reflect on your ideas.

# SUGGESTION BOX

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## REMEMBER YOUR «RADIO» MOMENTS

- Give us the best of the memorable moments from your station over the past ten years: a debate, a guest interview, a giggle.
- Invite your listeners to talk about their fondest radio listening memories: show that stood out, highlight, special edition. Where were they? Why did it mark them?
- Invite your listeners to share this type of «radio experience».

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## CHALLENGE YOURSELF

Your ideas can change the future of radio!

- Organize a hackathon by inviting academics, students, developers, web designers, and data scientists to work on tomorrow's radio.
- Suggest a work on one of the three sub-themes developed this year: evolution, connection, innovation.
- Use social networks to call for applications, present proposals, and distribute your selection.

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## STAGE YOURSELF

- Film yourself or photograph critical moments of the day in your resort.
- Comment and share your products on social media and with us.

We will choose the most festive publications and which represent most this year's theme.

