

# WORLD RADIO DAY

## 13 FEBRUARY 2018

### RADIO AND SPORTS

This World Radio Day we are asking radio stations around the world to showcase the beauty of sports in all of its diversity.



# RADIO

## 1. Diversity

Cover traditional and grassroots games, and reconnect people with their cultural heritage, promoting freedom of expression and diversity through cultural expression.

## 2. Gender Equality

Challenge gender norms and stereotypes in sports coverage. Promote a balanced coverage of men's and women's sports, and a fair portrayal of sportspeople irrespective of gender.



# SPORTS



## 3. Peace & Development

Report on sports for peace and development initiatives, and the universal values of non-violence, solidarity and tolerance will be recognized and celebrated.

## CONTACT

### World Radio Day Coordinators

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[worldradioday.org](http://worldradioday.org)  
#WorldRadioDay

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### **Organize and Broadcast a Cultural Sports Open**

Invite local schools, sporting teams, or traditional and cultural sporting groups to showcase their sports. Report on the rich history and/or culture of the community involved. Broadcast an informal match between neighboring communities



### **Hand the Mic to Women Broadcasters**

Put women sports broadcasters' front and center to show that gender is irrelevant to quality commentary, and conduct a longer term review of your workplace gender policies.



### **Bring Women's and Mixed Sports to the Fore**

Report on women's or mixed sports events in your country or region, as the first step to more balanced coverage of these sports.



### **Host Special 'Gender and Sports' Radio Program**

Invite local sports stars to have a lively discussion on how women and men are portrayed in sports coverage. Involve listeners using the #WorldRadioDay.



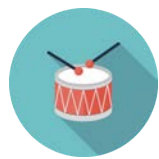
### **Create a Sports for Peace Radio Segment**

Create a feature story/ radio documentary that highlights an effective sport for peace and development initiative in your local area e.g. cover a local soccer team that has included refugee children.



### **'Historic Sporting Moments' Special**

Curate an online and on-air show with momentous sporting moments from archives. Invite listeners to share their favourite moments.



### **Create a Sports Music Medley**

Curate memorable music from major sporting events, such as the Olympics, Football World Cup, etc., to make a special sports music segment.



### **Engage your Networks and Partners**

Invite your partners, media regulators, and journalism and media schools to be part of your Day's activities, or encourage them to organize their own celebrations.



### **Organize a Radio Relay**

Get in touch with radio stations across your region or around the world to organize a radio relay, where you conduct a joint programme or broadcast each other's content.



### **Share UNESCO World Radio Day Content**

From early January 2018 onwards, rights-free World Radio Day content will be available for dissemination and broadcast @worldradio.org. Tag all your social media and online communications with #WorldRadioDay.