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

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.

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.

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#WorldRadioDay
**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.