



บันทึกข้อความ

ส่วนราชการ สำนักงานประชาสัมพันธ์ต่างประเทศ สงต. โทร ๐-๒๖๑๘-๒๓๒๓ ต่อ ๑๗๑๐-๑๗๑๑

ที่ นร ๐๒๐๙.๐๓/ ๖๑๑๐

วันที่ ๓๑ มกราคม ๒๕๖๓

เรื่อง ขอเชิญร่วมเฉลิมฉลองวันวิทยุสากล ครั้งที่ ๙ ประจำปี พ.ศ. ๒๕๖๓

เรียน ผอ.สวท. และ ผอ.สปช. ๑ - ๘

สำนักงานคณะผู้แทนถาวรไทยประจำองค์การยูเนสโก ส่งจดหมายอิเล็กทรอนิกส์แจ้งเรื่องการจัดงานวันวิทยุสากล ครั้งที่ ๙ ประจำปี พ.ศ. ๒๕๖๓ (World Radio Day 2020: WRD 2020) ภายใต้แนวคิดหลัก “วิทยุกับความหลากหลาย” (Radio and Diversity) ในวันพฤหัสบดีที่ ๑๓ กุมภาพันธ์ ๒๕๖๓ ณ เมืองอัลมาตี ประเทศคาซัคสถาน โดยมีวัตถุประสงค์เพื่อนำความสำคัญของสื่อวิทยุในการสะท้อนความหลากหลายของมนุษยชาติ และเชิญชวนให้ประเทศสมาชิกทั่วโลกร่วมเฉลิมฉลองโอกาสดังกล่าว ผ่านการสื่อสารแนวคิดหลักและแนวคิดรอง ๓ ประการ ได้แก่ ๑) สนับสนุนความแตกต่างหลากหลายทางแนวคิดในสื่อวิทยุ ทั้งภาคประชาชน ภาคเอกชน และวิทยุชุมชน ๒) ส่งเสริมให้เกิดความหลากหลายในห้องข่าววิทยุ ด้วยทีมงานที่ประกอบไปด้วยสมาชิกจากกลุ่มทางสังคมที่หลากหลาย และ ๓) ส่งเสริมความหลากหลายของเนื้อหาข่าวและประเภทรายการที่สะท้อนความหลากหลายของกลุ่มผู้ฟังเป้าหมาย (รายละเอียดตามเอกสารแนบ)

ในการนี้ สปต. จึงขอให้หน่วยงานที่เกี่ยวข้องพิจารณาปรับเปลี่ยนเนื้อหาข่าวและรายการวิทยุตามแนวคิดหลักและแนวคิดรองของวันวิทยุสากล ครั้งที่ ๙ ประจำปี พ.ศ. ๒๕๖๓ เช่น เปิดเพลงของศิลปินที่มีความหลากหลายทางกลุ่มสังคม ผลิต Vox-pop สัมภาษณ์ความคิดเห็นประชาชนเกี่ยวกับความสำคัญของสื่อวิทยุกับการสร้างความหลากหลาย เพื่อร่วมเฉลิมฉลองและประชาสัมพันธ์กิจกรรมดังกล่าวของยูเนสโก ในวันพฤหัสบดีที่ ๑๓ กุมภาพันธ์ ๒๕๖๓ หรือในห้วงเวลาดังกล่าว โดยมอบหมายให้ นางสาวศิริลักษณ์ รัตนโรภาส นักประชาสัมพันธ์ชำนาญการ หมายเลขโทรศัพท์ ๐๖ ๓๒๐๘ ๓๘๖๓ เป็นผู้ประสานงาน

จึงเรียนมาเพื่อโปรดพิจารณาให้ความร่วมมือต่อไป

(นางวันเพ็ญ อ้วนตัน)

ผอ.สปต.



United Nations
Educational, Scientific and
Cultural Organization

Organisation
des Nations Unies
pour l'éducation,
la science et la culture

The Assistant Director-General
for Priority Africa and External Relations

To: Permanent Delegations and
Observers to UNESCO
National Commissions for UNESCO

30 December 2019

Ref: CI/FEM/MAS/2019/1289

Dear Sir/Madam,

UNESCO is pleased to announce the theme for the 9th annual World Radio Day, "**Radio and Diversity**", which will be celebrated on Thursday, 13 February 2020.

Radio is a powerful medium for celebrating humanity in all its diversity. At the global level, radio remains the most widely consumed medium. This unique ability to reach out the widest audience means radio can stand as a platform for all voices to speak out, be represented, and heard. Radio stations should serve diverse communities, offering a wide variety of programs and content, and reflect the diversity of their audiences in their workforce and operations.

World Radio Day 2020 (WRD 2020) will focus on the following sub-themes:

- i) Advocating for **pluralism in radio**, including a mix of public, private and community broadcasters;
- ii) Encouraging **representation in the newsroom**, with teams comprised of diverse society groups;
- iii) Promoting a **diversity of editorial content and programme types** reflecting the variety of the audiences.

This year's *Theme Write-up* is attached for more information on the edition's sub-themes and key messages.

We would be delighted if National Commissions and Permanent Delegations would consider participating in WRD 2020.

To further the global impact of the Day, you may engage your national, regional and local media associations and private sector partners, informing them about the importance of promoting diversity in radio, both in the workforce and broadcast. We invite you to share with them the manner in which they can promote and amplify World Radio Day's themes and messages and mobilize their public via social media and online community engagement, using #WorldRadioDay. You may also publicize your country's events/broadcasts on the events map on the official UNESCO webpage (<https://en.unesco.org/commemorations/worldradioday>) from early January 2020 and invite broadcasters to register as well.

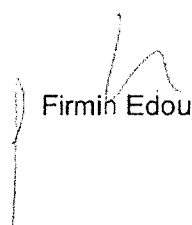
Attached is a list of suggested WRD2020 ideas for broadcasters and podcasters that you could distribute to relevant stakeholders.

To ensure your National Commission is kept up-to-date, please feel free to register the appropriate focal point so that he/she can receive the World Radio Day 2019 newsletter: <http://eeburl.com/bH77oj>

The World Radio Day webpage will be operational from early January. Please check the following link regularly:
<https://en.unesco.org/commemorations/worldradioday>. Social media packages and resources will be published right up until World Radio Day itself, on 13 February 2020.

Should you have any questions related to the above, need support, ideas or further information about how your country can get involved, feel free to contact the World Radio Team within the Section for Media Development and Society Section (MAS), Alex Da Silva at a.da-silva@unesco.org and/or Hanna Fiskesjö at h.fiskesjo@unesco.org. They will be pleased to assist you in making World Radio Day 2020 a success once again.

Yours sincerely,



Firmin Edouard Matoko



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Organización
de las Naciones Unidas
para la Educación,
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Организация
Объединенных Наций по
вопросам образования,
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منظمة الأمم المتحدة
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联合国教育、
科学及文化组织

WORLD RADIO DAY

9th edition

13 February 2020

"Radio and Diversity"

Theme write-up

On World Radio Day 2020 (WRD 2020), UNESCO calls on radio stations to uphold diversity, both in their newsroom and on the airwaves.

Radio is a powerful medium for celebrating humanity in all its diversity and constitutes a platform for democratic discourse. At the global level, radio remains the most widely consumed medium. This unique ability to reach out the widest audience means radio can shape a society's experience of diversity, stand as an arena for all voices to speak out, be represented and heard. Radio stations should serve diverse communities, offering a wide variety of programs, viewpoints and content, and reflect the diversity of audiences in their organizations and operations.

This edition of WRD is divided into three main sub-themes:

- Advocating for **pluralism in radio**, including a mix of public, private and community broadcasters;
- Encouraging **representation in the newsroom**, with teams comprised of diverse society groups;
- Promoting a **diversity of editorial content and programme types** reflecting the variety of the audiences.

Diversity in the radio landscape

Diversity of voices and opinions in radio relies first on the degree of media concentration and the coexistence of different types of stations with a mix of public, private and community broadcasters. The development of policy environments conducive to transparency and diversity of media ownership is the keystone to a pluralistic, inclusive and democratic radio sector. Technological advances are also participating to diversify the radio sector - for example with Digital Audio Broadcasting (DAB): a technology used by radio stations to broadcast digitally. Through DAB radio, the choice of stations available to listeners is dramatically increased with more stations being able to broadcast in the same areas on less frequency space than necessary for FM and AM radio. DAB radio also offer additional information and features, such as the display of programme and song played, or the ability to pause and even record live broadcast, further enriching the radio experience.

Diversity in the newsroom

Editorial teams are usually comprised by staff from majority groups. Through equal opportunity and fair treatment policies, which prevent discrimination based on factors such as gender, origin, sexual orientation, religion, age, social and socio-economic backgrounds and/or political party, radio stations could gain multi-cultural teams that bring along different perspectives on issues, opinions and stories, thus enhancing their credibility vis-à-vis listeners. A diverse and representative radio workforce is not only important for countering discrimination and ensuring gender representation, it is crucial for creativity and relevance of content. It thus safeguards editorial independence.

Diversity on the airwaves

Through diverse channels of transmission, types of editorial content¹, programming and topics, radio reaches the widest audience globally and opens up a multitude of spaces for democratic debate on an infinity of subjects. Radio stations can offer a wide array of shows and programmes – from reportages and documentaries to talk shows and podcasts, there is something for each of us. Within the programme, diversity in the choice of angles, languages, music, invited guests and sources can further portray, engage and reflect the diversity of humanity, thus fostering tolerance, inclusion and solidarity. It is essential for media pluralism, and broadens journalists' and programme makers' creativity.

Key messages:

- 1) Radio can integrate people from diverse groups in their editorial teams, including women, youth, minority from different origins, LGBTQI, people with disability and others;
- 2) To manage diversity radio stations can collect data and develop equal opportunity charters to promote diversity and inclusion in their workforce;
- 3) Radio can fairly and equally represent all men, women and children by creating and broadcasting targeted programmes by and for specific sectors of society, while also reflecting the diversity of the population in mainstream programmes. Radio stations can also set diversity targets in programmes and regularly seek audience reactions to them;
- 4) Duty-bearers, including media regulators, can promote a favorable environment for radio diversity to flourish by means of different measures: for example increasing the licensing of radio operated by a variety of groups, such as indigenous/native/minority people – and/or measuring progress of broadcasting organizations towards diversity;
- 5) News technologies increase diversity in radio. DAB/DAB+, online streaming, satellite radio and the spread of low-costs technologies have broaden the access to cost-effective methods of transmitting and broadcasting programmes. Similarly, podcasts have opened the door to new ways of producing and consuming audio content thus, increasing access to information and the variety of programmes available.

¹ Reporting, commentary, features, documentaries, interviews, talk shows, vox-pops, etc.

**WORLD RADIO DAY
13 FEBRUARY 2020
"Radio and Diversity"**

For starters...

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".

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.

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 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.

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 #WRD2020, #WorldRadioDay, #WeAretheRadio and #WeAreDiversity.

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 to learn more and download resources.

Contact

Alex Da Silva: a.da-silva@unesco.org

Hanna Fiskesjö: h.fiskesjo@unesco.org

13 IDEAS FOR CELEBRATING WRD2020

1. 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.

2. 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.

3. 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.

4. 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.

5. 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!

6. 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]).

7. 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.

8. 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.

9. 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.

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.