

Beat: Technology

## **WORLD RADIO DAY 13 February - Radio informing us and Transforming us**

### **Dynamic, Reactive and Engaging Medium**

PARIS - GENEVA - NEW YORK, 16.02.2017, 16:08 Time

**USPA NEWS** - Radio is still the most dynamic, reactive and engaging medium there is, adapting to 21st century changes and offering new ways to interact and participate. Where social media and audience fragmentation can put us in media bubbles of like-minded people, radio is uniquely positioned to...

Radio is still the most dynamic, reactive and engaging medium there is, adapting to 21st century changes and offering new ways to interact and participate. Where social media and audience fragmentation can put us in media bubbles of like-minded people, radio is uniquely positioned to bring communities together and foster positive dialogue for change. By listening to its audiences and responding to their needs, radio provides the diversity of views and voices needed to address the challenges we all face.

Radio informs us and transforms us, through entertainment, information and audience participation. Having a radio means you are never alone ““ you always have a friend in radio.

On 14 January 2013, the United Nations General Assembly formally endorsed UNESCO’s proclamation of World Radio Day. During its 67th Session, the UN General Assembly endorsed the resolution adopted during the 36th session of the UNESCO General Conference, proclaiming 13 February, the day United Nations Radio was established in 1946, as World Radio Day.

Source : United Nations

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### **Article online:**

<https://www.uspa24.com/bericht-10719/world-radio-day-13-february-radio-informing-us-and-transforming-us.html>

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