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**Message from Ms Audrey Azoulay,
Director-General of UNESCO,
on the occasion of World Radio Day**

13 February 2018

In 2018, UNESCO is dedicating World Radio Day to the theme of radio and sports.

The radio is a powerful means to transmit the enthusiasm of sport events. It is also a means to convey the values of fair play, teamwork and equality in sport.

Radio can help combat racist and xenophobic stereotypes that are, alas, expressed both on and off the field. It allows a broad range of traditional sports to be covered, far beyond the elite teams. It provides the opportunity to nurture diversity, as a force for dialogue and tolerance.

The fight for gender equality is central to this effort. According to the report of the Global Media Monitoring Project, supported by UNESCO, only 4% of sports media content is dedicated to women's sport. Only 12% of sports news is presented by women. UNESCO is working to improve the coverage of women's sports, to combat gender discrimination on the airwaves and to promote equal opportunities in sports media. The task is immense.

On World Radio Day, let us mobilize to make radio an increasingly independent and pluralistic media. Let us join forces to celebrate the potential of sports radio in furthering development and peace.