



SUPPORT FOR THE WORLD RADIO DAY

The South Asian Alliance for Community Broadcasting Development (ACBD) is a regional level nongovernmental media organisation in the South Asia region. On behalf of South Asian Alliance for Community Broadcasting Development, we would like to extend our strong support for envision of the Spanish Radio Academy's proposal to the UNESCO to recognize "World Radio Day" as part of the UN Calendar.

Since its launch more than a century ago, radio has proven itself as the most popular and accessible means of communication to the majority of the world's population. In the era of the 21st century, radio has been playing a meaningful and influencing role to strengthen democracy and to promote and protect human rights in the world.

The South Asian Alliance for Community Broadcasting Development considers it pertinent to celebrate the 'World Radio Day' on every 30th October as this date coincides with the broadcasting of one of the most relevant and well-known radio programmes in the history of radio, 'the War of the Worlds'. This radio drama directed by Orson Welles was broadcasted by CBS on the 30th of October 1938. Since then, radio stations all over the world have produced its versions in their own languages.

This is a formal expression of support for the Spanish Radio Academy's proposal to UNESCO to celebrate a "World Radio Day" on 30th October. We hope that this date will be celebrated by radio professionals and millions of radio listeners around the world.

Yours Sincerely,

Min Bahadur Shahi

Coordinator

South Asian Alliance for Community Broadcasting Development

June 30, 2011