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Paris, June 14, 2011

Object: Support for the World Radio Day

URTI – the International Radio and Television Union - is pleased to support the Spanish Radio Academy's proposal to **UNESCO** to establish a “**World Radio Day**” as part of the **UN calendar**.

URTI wishes to promote radio development worldwide, with 64 members from 47 countries, among which 45 radio members. Radio exchanges, cooperation, prizes and trainings are the core activities of our Union. In the name of all our members, we are delighted to stand up for the “**World Radio Day**” in order to elevate this media to the rank it should have: the media of all the people in the world.

Indeed, since its launch more than a century ago, radio has proven itself to be not only one of humanity's most useful inventions, but also the most universal media, free and accessible to the majority of the world's population. For all these reasons, radio, more than any other media, deserves a “**World Radio Day**”. Undoubtedly, this date will be celebrated by radio professionals and millions of radio listeners around the world.

URTI considers it appropriate to have 30th October as the annual “**World Radio Day**”. This is the date of the first broadcasting of one of the most relevant and well-known programmes in the history of radio, “The War of the Worlds”. This radio drama was directed by Orson Welles and broadcast by **CBS** on the **30th of October 1938** and since then radio stations all over the world have produced countless versions of it in their own languages.

This letter is a formal expression of support for the Spanish Radio Academy's proposal to **UNESCO** to establish a “**World Radio Day**”.

