



HFCC - International Broadcasting Delivery

Tunis, 31st January 2013

Dear Colleagues and Broadcasters,

The HFCC - International Broadcasting Delivery - association is a non-governmental, non-profit association, and a sector member of the International Telecommunication Union in Geneva in the category of international and regional organisations.

The HFCC has become the partner of the United Nations Educational, Scientific and Cultural Organisation UNESCO for the preparation of World Radio Day that was celebrated for the first time in 2012.

The World Radio Day has been proclaimed with the aim of promoting the value and importance of sound radio in general irrespective of the mode of delivery. Wireless radio broadcasting is still the mass medium reaching the widest audience in the world. It is also recognized as a powerful communication tool and a low cost medium.

The prospect of rising affluence in many world regions is creating an increasing opportunity for this specific delivery platform. Three billion people - or 50 per cent - of world population lives below the poverty line on less than 2.50 USD a day.¹ Their first choice of communication devices will be either a mobile telephone, or a radio, or both, and listening to a local FM or community station or an international broadcast will be a more affordable media source than a computer, TV set or a video or CD player.

We have taken up the partnership in the World Radio Day in an effort to show that synergy rather than competition is needed between the new distribution platforms and the traditional shortwave transmissions for example. We have also tried to show that the presence of broadcasters across all distribution technologies makes radio the most effective.

The World Radio Day is celebrated on February 13, 2013 and we would like to invite you to commemorate and promote domestic and international radio in your country, and to register your celebration by following a link to the UNESCO World Radio Day website from the HFCC homepage www.hfcc.org.

¹ www.statisticbrain.com, March 2012

Please note that there are a number of items on the World Radio Day pages which are copyright free and can be used for your World Radio Day event. The suggestions on how to celebrate the WRD can be found here:

<http://www.unesco.org/new/en/communication-and-information/events/prizes-and-celebrations/celebrations/world-radio-day/15-ideas-on-how-to-celebrate-world-radio-day/>

Best regards from our Global Coordination Conference in Tunis, and we look forward to your participation on the UNESCO WRD registration page.

Yours sincerely,

Oldrich Cip
Chairman, HFCC