



Remarks by

UN Resident Coordinator

Ms. Anita Kiki Gbeho

On occasion of World Radio Day 2018,

Opuwo, Kunene Region

16 February 2018

**Deputy Minister of Gender Equality and Child Welfare,
Hon. Lucia Witbooi**

Governor of Kunene Region, Hon. Marius Sheya

**Deputy Director of Marginalized People and Women in
Sport, Ms. Jo-Ann Manuel**

Mayor of Opuwo, Mr. Albert Tjiuma

**UNESCO Head of Office and Representative to Namibia,
Dr. Jean Pierre Ilboudo**

Esteemed guests,

Members of the media,

Ladies and Gentlemen,

Good morning!

The UN family in Namibia is pleased to be here in Opuwo, to celebrate the Seventh Annual World Radio Day.

Allow me to begin, with a special greeting, to all those who are tuned in by radio today.

World Radio Day, is a good day, to remember the unique power of radio. This influential, low cost tool, reaches the

widest audience in the world¹. Radio has the power to connect and entertain people, radio has the power to promote freedom of expression and speech.

The UN estimates that there are 44,000 radio stations around the world and 75% of houses in developing countries have access to radio².

In Namibia, radio broadcasts reach all 14 regions of the country sharing information, enhancing transparency and facilitating dialogue between decision-makers and society.

Master of Ceremonies,

This year's theme for World Radio Day, "Radio and Sports" highlights the power of both radio and sport to connect and inspire people.

Sport teaches values such as teamwork and responsibility, sports sharpens skills such as, leadership and goal setting. Sports builds self-confidence, sparks passion in the young

¹ United Nations. World Radio Day.

² UNESCO. Statistics on Radio. <http://bit.ly/1wJad7l>

people and builds character; ultimately sport helps develop responsible, and balanced citizens to become the foundation of peaceful societies.

Athletes such as Johanna Benson, Namibia's first paralympic gold medalist, inspire us all. Johanna has demonstrated nationally and globally that disability does not mean inability.

Ladies and Gentlemen,

The newly adopted 2030 Development Agenda, and its 17 Goals, are about ending poverty, saving the planet and ensuring prosperity for all.

Namibia's National Development Plan 5 (NDP5) identifies sports as a means to empower people and communities³.

Sport is an "important enabler"⁴ of sustainable development, through the promotion of peace, tolerance, and healthy-lifestyles. Sports also creates job opportunities

³ NDP5. Social Transformation, Pillar 3. Page 74.

⁴ United Nations. 2030 Agenda for Sustainable Development.

There are e.g. professional athletes, managers, and doctors.

Hon Deputy Minister Witbooi,

Allow me to highlight one of the gender challenges in sports broadcasting.

Women represent just 7% of sportspeople seen, heard or read about in the media⁵. Likewise, only 4% of sports stories focus primarily on women⁶.

For this reason, UNESCO launched the 'Her Moments Matter' campaign calling for fairer coverage of women athletes.

"Behind every sportswoman there is a young girl with dreams."⁷

By encouraging young girls to pursue athletics or by listening to or supporting female sporting events, you can help make sure 'women's moments matter'.

⁵ UNESCO. World Radio Day- Her Moments Matter Campaign. <http://www.diamundialradio.org/>

⁶ UNESCO. World Radio Day- Her Moments Matter Campaign. <http://www.diamundialradio.org/>

⁷ UNESCO. Her Moments Matter: UNESCO Calls for Fairer Media Coverage of Sportswomen. <http://bit.ly/2sqPvgO>

Ladies and Gentlemen, And in Conclusion,

Sport like Radio is about people, it breaks down barriers and stereotypes, uniting people regardless of gender, race, religion, ability or politics.

On World Radio Day, let's celebrate the power of sports and radio to foster discussion, bridge divides, and inspire greatness.

I thank you.

I will now read the UN Secretary General's message for World Radio Day.

Radio reaches the widest audience in the world!

In an era of dramatic advances in communications, radio retains its power to entertain, educate, inform and inspire.

It can unite and empower communities and give voice to the marginalized.

This year with the Winter Olympics now underway, we can also recognize the many ways in which sports broadcasting brings people together around excitement and achievements.

On World Radio Day, let us celebrate both radio and sports as ways of helping people to achieve their full potential.

-UN Secretary-General António Guterres