



What Is World Radio Day

World Radio Day is celebrated all over the world on February 13. The day aims at promoting the medium and encouraging people to use it. The main object behind celebrating World Radio Day is to raise awareness among the public and the media of the importance of radio, secondly to encourage decision-makers to establish and provide access to information through radio; as well as to enhance networking and international cooperation among broadcasters.

During the Covid-19 pandemic, radio made it possible, for example, to ensure continuity of learning, to fight against misinformation, and to promote barrier gestures.

‘New World, New Radio’ is therefore an ode to the resilience of radio. It is a tribute to its capacity for perpetual adaptation at the rate of societal transformations and listeners’ new needs.

On the occasion of World Radio Day 2021 (WRD 2021), UNESCO calls on radio stations to celebrate this event’s 10th anniversary and the more than 110 years of radio through three sub-themes.

- **Evolution:** The world changes, radio evolves radio is resilient and sustainable;
- **Innovation:** The world changes, radio adapts and innovates- radio adapts to new technologies and remains the go-to medium of mobility, accessible everywhere and to everyone;
- **Connection:** The world changes, radio connects - radio services our society during natural disasters, socio-economic crises, epi-

demics, etc.

World Radio Day: History

In 2011, UNESCO’s General Conference, at its 36th session, proclaimed February 13 as World Radio Day. The day February 13 was proposed by the Director-General of UNESCO because it coincides with the anniversary of the United Nations Radio, the UN’s international broadcasting service was established on February 13, 1946.

During its 67th Session, the UN General Assembly adopted a resolution on January 14, 2013, the United Nations General Assembly formally endorsed UNESCO’s proclamation February 13 as World Radio Day.

Radio is the primary medium and source of information. In India Radio broadcasting started in the early 1920s and in 1923, the first program was aired by the Radio Club of Bombay. Lord Irwin, then Viceroy of India, inaugurated the Indian Broadcast Company (IBC) in Bombay.

World Radio Day 2020: Importance

Radio is the most effective way of delivering information. It is a free, democratic, and trusted one. Due to which it has the widest geographical reach and the greatest audiences compared with the Internet, television, and newspapers.



Radio is Not Dead? Reasons Why Radio Advertising Is Still Relevant

• Radio Reach

Although 2021 is known to be a digital world, the effectiveness of radio advertising is still undeniable. According to a market research for example, did you know that radio consistently reaches 85% of Jamaicans each week? Statistics like this one help prove why business owners and marketers across the country are still looking to radio to promote their companies. Today, we're taking this topic even further by providing the top five reasons that radio advertising is still relevant today.

Based on the statistic mentioned above, 8 out of ten Jamaicans listen to the radio each week. That fact alone proves that radio is relevant: It consistently reaches a broad audience, making it a highly desirable advertising medium to businesses. Radio is also transportable, allowing advertisers to reach multiple audience segments at home, at work or most commonly, during their daily commute. Not only can radio advertising reach multiple segments, it can also allow businesses to interact with diverse audiences.

• Streaming Options

As mentioned above, radio is mobile since many consumers tune in while they are on-the-go in their cars. However, did you know that radio is even more mobile than that? Streaming options allow radio to have digital functions as well. People can listen to radio stations through apps on their phones, laptops at work, and on other mobile devices. Since Millennials are almost fully digital with 64% of them using their smartphone to listen to music, radio advertising is the perfect platform for

reaching this important demographic.

Realible Returns On Investments (ROI) Radio advertising also provides businesses with a reliable way to track their return on investment, or ROI.

Radio's return on ad spending in four retail categories: department stores, home improvement stores, mass merchandisers, and quick-service restaurants. Based on observations, it can be said that every dollar spent in radio advertising could generate some revenue from listeners exposed to ads.

In addition to that, it can also be said that radio provides a 50% ROI advantage over platforms like television. This means that local businesses see a more immediate return with radio advertising than with other mediums.

• A Creative Way To Tell Your Story

Radio advertising revolves around creative ads that are designed to grab attention and make a lasting impact with consumers. This means that businesses can have fun with their ads and share their message in creative ways that will strike a chord with audiences. Telling your story with your business' personality through radio advertising is found to be extremely effective, especially when it comes to radio endorsements. Most consumers allow their favorite on-air personality influences their opinion either considered or purchased a product brought up on-air during that personality's show. The more creative you can get with telling your story, the more success your advertising will have.



Radio or TV Broadcasting?

Earning a radio and television broadcasting diploma from one of our Media Schools will provide a significant degree of flexibility in your career. It will open doors into the world of radio and television broadcasting that will make it possible for you to influence vast audiences.

But what is the difference between the two?

As you consider the differences between radio and television broadcasting, keep the following in mind as you chart your career path.

Television's Greatest Strength is Visual

Television allows you to back up the story you want to tell with visual cues that can elicit the desired response from your audience. When strong copy and smooth dialogue fail to interest viewers, visual imagery and special effects can keep them watching. Television offers vast reach in the digital era, and good stories coupled with great dialogue and appealing imagery are a formula for spinning gold time and time again.

Radio Relies on Strong Copy to Excite the Imagination Radio doesn't have the ability to fall back on visual effects to keep listeners engaged.

This means that radio presenters and advertisers must become masters of creating a theater of imagination that engages listeners. This is more of a challenge and requires endless creativity and the ability to engage readers with little more than words and sounds. It is the perfect stage for creative people and wordsmiths.

Fragmentation: The Biggest Difference Between Radio and Television

Fragmentation is something you will need to address if you are planning to use your radio and television broadcasting skills to design and promote advertising. Radio audiences often flip stations when commercials come on, and television viewers are often "TiVo-ing" their programs so they can skip through commercial breaks. It is a challenge that is facing both mediums.

However, radio has a bit of an advantage because radio listeners often listen in their cars or at work. This makes them a captive audience. Savvy marketing professionals who understand the difference between radio and television advertising can use their mastery of marketing to achieve positive results for the station's sponsors and advertising clients.





BROADCASTING COMMISSION

PEOPLE ▶ TRANSITIONING ▶ DIGITAL

CELEBRATING

WORLD RADIO DAY

NEW WORLD RADIO

EVOLUTION, INNOVATION, CONNECTION

10th WORLD RADIO DAY
13.02.2021
EDITION

"The occasion on which I address you is somewhat historic because this is the first time that the head of government of the island has been able to address the people of Jamaica through the medium of a Jamaican broadcasting station..."

— Sir Arthur Richards — Governor of Jamaica, November 17, 1939.

Important Dates in the History of Radio Broadcasting

- **June 3, 1940** - ZOI became government owned and was recognized as the first official broadcasting station in Jamaica.
- **1949** - Broadcasting Authority was created by the Broadcasting and Radio Rediffusion Act of 1949.
- **1950** - ZOI transitioned to private ownership under the call sign Radio Jamaica and Rediffusion (RJR).
 - One of RJR's earliest and most successful programmes was 'Life with the Morgan Henrys'. The main characters 'Morgie' and 'Putus' played by Ranny Williams and Alma Hylton became household names.
- **1950s** - Government Broadcasting Service started producing educational radio programmes for schools.
- **1953** - Frequency Modulation (FM) broadcasting introduced in Jamaica by RJR's parent company, Rediffusion International London.
- **June 14, 1959** - The Jamaica Broadcasting Corporation (JBC) officially went on air with its signature tune 'Chi-Chi-Bud-O'. The first voice to be heard was that of Adrian Robinson who announced the station identification and frequencies.
 - Some of the earliest on-air staff included Corina Meeks, Easton Lee, Reginald 'Reggie' Carter and comedians Ranny Williams and Charlie Hyatt who participated in JBC's first run of programming on June 15, 1959.
 - Some of the earliest programmes/series included:
 - Louise Bennett's "Ring Ding"
 - 'The Lou and Ranny Show' featuring Louise Bennett (Miss Lou) and Ranny Williams (Maas Ran)
- **1986** - Broadcasting Commission established by the Broadcasting and Radio Re-Diffusion Amendment Act of 1986.
- **1989** - Liberalisation of radio broadcasting commenced. JBC began to divest its satellite stations:
 - Radio Central divested to Island Broadcasting Services Limited (KLAS FM)
 - Radio West divested to Western Broadcasting Services (Radio Waves and later HOT 102)
 - Radio North East divested to Grove Broadcasting Company (IRIE FM)
- **1990s** - Between 1939 and 1989, the airwaves were dominated by two radio stations and their related services: RJR Supreme & its affiliate RJR Fame, and JBC Radio ONE & its affiliate JBC Radio TWO. By the 1990s, other stations emerged, including those created through JBC's divestment of its satellite stations as well as POWER 106 FM and LOVE 101 to create a more dynamic media landscape.
- **June 12, 1997** - JBC ended transmission.
- **July 2015** - RJR celebrated 65th Anniversary
- **March 2016** - RJR and Gleaner Company Limited merged to create RJR/Gleaner Group. The merged entity owns and operates five radio stations - RJR 94 FM, FAME 95 FM, HITZ 92 FM, Power 106 FM and Music 99 FM.
- **February 2017** - Mello FM (Cornwall Broadcasting) acquired Linkz 96 FM (name subsequently changed to Riddim 96 FM)
- **June 2017** - Mello FM (Cornwall Broadcasting) assumed management and control of Hot 102 FM (name subsequently changed to Energy FM)
- **July 2017** - Islandwide licence granted to Crest FM (S&B Communications)
- **September 2018** - Limited Area licence granted to Earth FM (Earth Enterprises Limited)

Broadcast Licensees – Radio Stations

1. **Kool 97 FM** (Islandwide)
2. **BBC** (Islandwide)
3. **Mello FM** (St. James, St. Thomas, St. Elizabeth, Manchester, Clarendon, St. Catherine, Kingston & St. Andrew, Trelawny, Westmoreland and Hanover)
4. **Irie FM** (Islandwide)
5. **Zip 103** (Islandwide)
6. **Music 99 FM** (Islandwide)
7. **Power 106 FM** (Islandwide)
8. **KLAS ESPN Sports FM 89** (Islandwide)
9. **Gospel JA** (St. Catherine, Clarendon, Manchester, St. Elizabeth, St. Ann, Kingston & St. Andrew and sections of Trelawny and St. Thomas)
10. **Mega Jamz 98 FM** (Islandwide)
11. **Roots FM** (Kingston Corporate Area)
12. **Sun City Radio** (St. Catherine, Kingston, St. Andrew, Trelawny and Montego Bay)
13. **Nationwide News Network** (Islandwide)
14. **Stylz FM** (Portland, St. Mary, St. Ann and St. Thomas)
15. **NCU FM** (Islandwide)
16. **LOVE 101 FM** (Islandwide)
17. **RJR 94 FM** (Islandwide)
18. **FAME 95 FM** (Islandwide)
19. **HITZ 92 FM** (Islandwide)
20. **Bess FM** (Manchester, St. Elizabeth, Clarendon, Westmoreland, Hanover, St. James, Trelawny, St. Ann, St. Catherine, St. Mary and Kingston & St. Andrew)
21. **Fyah 105** (Islandwide)
22. **The EDGE FM** - formerly **Crest FM** (Islandwide)
23. **TBC** (Kingston, Urban St. Andrew, St. Ann and Trelawny)
24. **Energy FM** - formerly **HOT 102 FM** (Islandwide)
25. **Vybz FM** (County of Cornwall)
26. **News Talk 93 FM** (Islandwide)
27. **Riddim 96 FM** (County of Cornwall)
28. **Earth FM** (St. Thomas)

Note: This list does not include Low Power FM Stations that are authorized to broadcast within a 10 mile radius. For more information visit www.broadcastingcommission.org.

SOURCE:

1. Mock'Yen, Alma. *Rewind: My Recollections of Radio and Broadcasting in Jamaica*. Kingston, Jamaica: Arawak Publications, 2003. Print.



Raymond Lewis entered radio journalism in 1955. After a brief sojourn in the newspaper field, he returned to radio journalism with the opening of the second broadcasting station in Jamaica. He later commented on Trinidad's Independence celebrations for the JBC.



1950: GIANT MAST FOR JBC: Engineers work to erect a 180-foot mast (shown above) for use with the second new transmitter being installed by the Jamaica Broadcasting Company - not to be confused with the Jamaica Broadcasting Corporation of later years.



1966: Two of JBC Radio and Television's top commentators hard at work at the stadium during the 8th British Empire and Commonwealth Games. At right is Rex Alston who was brought to Jamaica by JBC specially for the games to give JBC Radio and Television audiences the benefit of his years of experience as one of England's top sports commentators and left is Jamaica's and JBC's very own Dennis Hall.



1962: "MATTERS OF MOMENT" DISCUSSION - a new programme on the JBC. Photo shows moderator Pat Marr-Johnson guiding a panel of prominent citizens at right - Mr. Huvert Arnold, Managing Director of Hardware and Lumber Ltd; at left Mr. Karl Richards of the Jamaica Mutual Building Society and Mr. Ken Storey - of the Jamaica Society of Architects.



BROADCASTING COMMISSION
PEOPLE ▶ TRANSITIONING ▶ DIGITAL



Radio's unique ability to reach out the widest audience means radio can shape a society's experience of diversity, stand as an arena for all voices to speak out, be represented and heard. This year we celebrate the 10th edition of World Radio Day and the more than 110 years of radio.

TALK UP YOUT will host a special broadcast for World Radio Day on 13 February 2021 under the theme "New World, New Radio: Evolution, Innovation, Connection". They will be supported by The Jamaica National Commission for UNESCO and will be aired on

- Nationwide 90FM (90.3, 90.5, 90.7 and 90.9)
- Nationwide News Network App
- Website nationwideradiojm.com
- Nationwide's Youtube Page.

(TALK UP YUTE is a recipient of the UNESCO Participation Programme, 2020-21)

Talk Up Yout's Radio Show will have

- discussions by young people on the role that radio has played
- a special presentation by UNESCO representatives locally & globally to highlight the work it is doing to benefit youth.
- impact of the radio station on the youth in the Accompong Maroon community
- Talk Up Yout's-Talk Up Radio Show will connect with youth in radio globally in celebration of radio and hear from young people about how it shapes lives. Radio informs, transforms and unites us. It brings together people and communities from all backgrounds to foster positive dialogue for change. More specifically, radio is the perfect medium to counter the conflict through building mutual understanding, and exposure to other points of view.

"This World Radio Day, with its theme "New World, New Radio", affirms the central role of radio, for today and tomorrow, because, more than ever, we need this universal humanist medium, vector of freedom. Without radio, the right to information and freedom of expression and, with them, fundamental freedoms would be weakened, as would cultural diversity, since community radio stations are the voices of the voiceless".



Emprezz Golding: 1 876 359 3634
www.talkupyout.com

Contact:
Phone: 967-9893/618-1332-3
Email: jamaicanatcom@jncunesco.gov.jm
Website: <https://jncunesco.gov.jm/>
Like us on FACEBOOK
Follow us IG: [jncunesco_jamaica/](https://www.instagram.com/jncunesco_jamaica/)
Twitter: [JncUnesco](https://twitter.com/JncUnesco)/LinkedIn: JNC-UNESCO



United Nations
Educational, Scientific and
Cultural Organization

**The Jamaica
National Commission
for UNESCO**

Jamaica became a Member State of the United Nations Educational, Scientific and Cultural Organisation (UNESCO) in November 1962. Three years later (1965), the Jamaica National Commission for UNESCO (JNC-UNESCO) was established in accordance with Article VII of the Constitution of UNESCO.

- National Commissions are considered the mobilisers and catalysts for UNESCO's activities,
- they advise their governments on UNESCO affairs and

- work with the international communities in the preparation, implementation and evaluation of UNESCO's programmes.

- publicise UNESCO's mission and achievements, and are the channel through which the needs and aspirations of Member States are transmitted to UNESCO.

The Jamaica National Commission for UNESCO (JNC-UNESCO) comprises members representing the various areas of UNESCO's competence and is chaired by the Minister of Culture Gender Entertainment and Sport under whose portfolio the National Commission now falls.

The National Commission functions through a Secretariat, Advisory Committees and other Committees.

Jamaica currently sits on: UNESCO Executive Board
Information For All

Council(IFA).

Intergovernmental Committee of the Convention for the Safeguarding of Intangible Cultural Heritage (ICH) And have the following UNESCO inscriptions/designations:

1. Reggae Music of Jamaica inscribed on UNESCO Intangible Cultural Heritage of Humanity List (ICH), December 2018

2. Blue & John Crow Mountains designated a UNESCO World Heritage site, July 2015

3. City of Kingston designated a UNESCO Creative City of music, December 2015

4. Veronica Campbell-Brown designated a UNESCO Champion for Sport, October 2009

5. Maroon Heritage of Moore Town inscribed on UNESCO Intangible Cultural Heritage of Humanity List (ICH), 2008

Contact Phone: 967-9893/618-1332-3 Email: jamaicanatcom@jncunesco.gov.jm
Website: <https://jncunesco.gov.jm/>
Like us on FACEBOOK

Follow us IG: [jncunesco_jamaica/](https://www.instagram.com/jncunesco_jamaica/) Twitter: [JncUnesco/](https://twitter.com/JncUnesco) LinkedIn: JNC-UNESCO



And still....
JAMAICA'S ONLY
HIT MUSIC STATION



105.7 Mhz
105.9 Mhz

ALL OF
JAMAICA IS
LISTENING