

## World Radio Day 2017: Audience at the heart of the broadcast

During a talk show, UNESCO Representative to Pakistan, Ms. Vibeke Jensen, and Director of United Nations Information Centre, Mr. Vittorio Cammarota, stressed the importance for a greater participation of audiences and communities in the policy and planning of radio broadcasting. She said “More than on-air interaction, public participation should include mechanisms such as audience engagement policies, public editors and ombudspople, listener forums and complaints resolution procedures”.



*Ms. Vibeke Jensen and Mr. Vittorio Cammarota at 101 FM*

The talk show was organized at 101 FM to commemorate the World Radio Day in Pakistan. Ms. Vibeke Jensen highlighted as well the important role of radio in the time of disaster management, and a tool to empower the most disadvantaged people such as the illiterate, the disabled, women, youth and the poor.

Finally, she encouraged all radio stations in Pakistan to rally around this medium and make the most of it as a force for social inclusion, intergenerational dialogue and social change.

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