

FOR IMMEDIATE RELEASE

Farm Radio International and partners announce “Boom Box” — a World Radio Day webcast about the powerful and evolving world of radio

February 13 is the fifth annual World Radio Day. Farm Radio International, the Canadian Commission for UNESCO, and other partners are marking the occasion with a live webcast about radio’s ongoing relevance and how it is changing with the times.

Ottawa, Canada, February 1, 2016 — Valentine’s Day is for lovers. The day before is for lovers of radio, who celebrate this longstanding communication tool each year on World Radio Day. To mark the fifth annual World Radio Day, Farm Radio International has partnered with the Canadian Commission for UNESCO and others to present “Boom Box,” a live-streamed, interactive panel discussion about radio’s continued relevance and evolving role in social change taking place on February 13.

Boom Box will bring together radio personalities from around the world. CBC Radio host Piya Chattopadhyay will moderate a lively and insightful conversation between panellists Nora Young, host of CBC’s tech trends radio program *Spark*, Katie Jensen, producer for *CANADALAND*, the nation’s only media criticism podcast, and Doug Ward, chair of the board of directors of Farm Radio International and recent Order of Canada appointee.

The event will also feature video messages from Nick van der Kolk, director of the award-winning American podcast *Love + Radio*, Canadian journalist and *CANADALAND* founder Jesse Brown, and radio broadcasters from Farm Radio International’s network of over 600 partners across sub-Saharan Africa to share stories and questions about how radio is improving lives.

An important mass medium for almost 100 years, radio’s popularity has not been eclipsed by newer communication technologies. Part of the reason for radio’s continued relevance is its ubiquity. Cheap and accessible, it is the medium that reaches the widest audience worldwide in the shortest possible time. Radio also hooks with listeners through the intimacy and power of audio storytelling. As Nora Young explains, “radio continues to connect with people through the simple effectiveness of hearing someone’s voice.”

Boom Box will take place from 1 to 2 pm ET on Saturday, February 13, 2016. Lovers of radio can join the conversation online via the live webcast (bit.ly/BoomBoxWebcast) and over the radio through Ottawa’s CHUO 89.1 FM. Participants can share questions for the panel through the webcast site and on Twitter by tweeting @farmradio using the hashtag #iloveradio. A limited number of tickets are also available to attend the event in person at the McMillan Agency in Ottawa’s ByWard Market (bit.ly/BoomBoxOttawa).

For those unable to catch Boom Box in real time, CHUO 89.1 FM will be rebroadcasting the event, and a recording will also be made available at www.farmradio.org.

About Farm Radio International

Farm Radio International is a Canadian charity that works with more than 600 radio partners across 39 African countries to fight poverty and food insecurity. It helps African broadcasters meet the needs of small-scale farmers and their families in rural communities by providing program research and content and broadcasting training to develop a higher standard of farm radio services. It also works with African radio stations on impact projects that address specific development challenges. Farm Radio International has received numerous awards recognizing its innovative use of radio with other information and communication technologies. For more information please visit www.farmradio.org.

About World Radio Day

World Radio Day is an observance that has been held annually on February 13, the day United Nations Radio was established in 1946, since 2012. It is a time to celebrate the world's most far-reaching communication medium, improve international cooperation between broadcasters, and encourage the promotion of access to information, freedom of expression, and gender equality over the airwaves. World Radio Day 2016 is the fifth annual global celebration of radio.

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