



ConnectGroups
helping support groups & individuals



How to Work with Radio and Television

Using radio and television to promote your group can work well.

People who are watching or listening will remember your message because they have heard it on the radio or watched it on television.

Five minutes of being interviewed on radio or thirty seconds of being on television can let a lot more people know about your group.

If you want to use radio or television in a way that works, you should know what is happening in the world around you.

You have a better chance of your story being told if it relates to an issue that is happening right now.

Make a list of media contacts in a Media Contact Book and keep your list up to date.

Radio

Community radio is the easiest way for support groups to have their stories heard.



It is usually free and you will have more time on air (on the radio).

Listen to a number of Community Radio stations to find the one you think would reach your audience.

The West Australian Community Broadcasting Association has an excellent website that lists the names of radio stations in WA.

You can find it at www.wacba.com

Remember, radio is on all day and all night.

Think about what time you want to be heard on radio.

Contact them using your Media Contact Book and ask what day and time they will be likely to deal with the kind of issue you want to raise.

Community Announcements are a free service.

Several seconds of air time might be all you need to tell people about your group's meeting or event.

Make sure you tell them the most important points you want people to hear, like dates, where you will meet and any costs.

Email or fax the radio station one week before the event.



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Talk Back Programs

When you go on a talk back program, you should be ready and know about the group's issues.

Telephone the station early and turn off the radio when the program has started.

Write down what you want to say before the program starts.

Keep it short and to the point.

Interviews

Radio stations may also do live or recorded interviews.

Live interviews can be done in the studio or over the telephone.

You might prefer a telephone interview because it is easier and because you don't have to go into the studio, but a studio interview gives you eye contact and you can also talk to the interviewer beforehand.

Recorded interviews usually take place in the studio.

They are broadcast at a time chosen by the station unless you agree on another date.

Recorded interviews can help you decide if you want the interview to go to air (be heard on radio).



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Preparing for Interviews

- Make sure your group contacts know about the interview and are ready to take calls over the next two weeks
- If you have a disability, make sure that the studio location and equipment will be accessible for you – you can do this by asking on the phone
- Have brochures ready to send to people who are interested
- Give written information about your group to the person who will interview you
- Give them questions you would like them to ask and points that you think are important for them to talk about
- Talk to the person who will interview you before the interview to let them know what you do NOT want to talk about
- Make sure your information is true and keep your points clear and easy to understand
- Be polite, friendly, calm and act naturally

Television

Television affects people emotionally.

They are likely to connect with your message because it makes them feel something.

A lot of people watch television and a lot of them only get their news from watching television.



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Television has to put information into short time slots, so you might only have thirty seconds to tell people about your group.

The most effective way to contact commercial (not community) television stations is to send a media release to the Chief of Staff.

On commercial television, if you want to reach your audience without paying for it, you have to be on a news or current events program.

Current affairs programs like Today Tonight talk about local, national and international issues.

They deal with human interest (stories about people), national and international issues.

You will need to check which television stations present current events programs and then make contact with them.

You can also contact community based television stations.

They have more air time available and also provide free or low cost coverage during the day.

Some stations also give you free community service announcements.

Contact the Advertising or Program Director at www.ctv.com.au

Make sure your group spokesperson is prepared for an interview.



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You need to think about the image the spokesperson presents (the way they look, act and speak).

The person is representing your group.

It is important that you are well presented (well dressed and well groomed) and aware of your facial expression and body language.

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New and Existing Support Group Development, Telephone Information Line,
Information Forums, Facilities and Equipment Hire

On-line Directory of Support Groups and Community Organisations, E-News

People With disabilities WA:

1/37 Hampden Road, Nedlands WA 6009

Telephone (08) 9485 8900 Rural Freecall 1800 193 331

Email: info@pwdwa.org Web: www.pwdwa.org