



# **T3SC Factsheet**

## **Radio**

As with all marketing and publicity, the aim of going on the radio is to get the message across that your project, group or event is happening. That it's going to be the best event ever, and that the community just can't afford to miss this wonderful opportunity to get involved.

### **How to get on the Radio**

- ◆ Contact the **right** radio station for your story this could be the local radio station, a radio station that covers Greater Manchester, the region or a radio station that covers the whole of Great Britain (Remember that somebody living in Dorset might not be interested in your local car boot sale).
- ◆ Target specific programmes – e.g. Woman's Hour, children's hour or the golden oldies.
- ◆ Don't give immediate interviews over the phone. Arrange a time and prepare first. It is better to be in the studio too to avoid sounding distant.

### **Target radio stations that hit your target group, for example:**

We are lucky in Tameside to have our own radio station. **Tameside Community Radio** has over 55,000 listeners wanting to know what's going on in Tameside. This radio station also does outside broadcasts so they may even attend your event. Contact details are:- [www.tcrfm.com](http://www.tcrfm.com) or contact Maria Bailey on 0161 343 8446.

### **Other radio stations you can contact:**

Key 103 ages 25 – 39's - **Manchester**

BBC Manchester - **Manchester**

Galaxy 102 – specialises in Contemporary and dance music – **Manchester**

Gold – oldies and easy listening – **Manchester**

Rock Radio – **Manchester**

XFM Manchester – popular new rock, indie and dance music – **Manchester**

Kerrang – Modern rock and heavy metal – **Manchester and surrounding areas**

Kiss R & B pop and contemporary dance music – **Manchester and surrounding areas.**

Magic 1152 – **Manchester and surrounding areas**

Heat Radio – eighties music – **Manchester and surrounding areas**

105.4 Century FM – **North West**

### **Specialist radio**

BBC radio Asian network

Asian sound radio – Pakistani - English and Urdu speaking station

**Remember that ALL radio stations need an audience, in other words they are doing everything possible to encourage people to listen to their radio station. You can use their radio to advertise your service, you have a ready made audience.**

## The interview

- ♦ Have your 2-3 key points you want to say.
- ♦ Make sure you say the key points regardless of the questions
- ♦ **Prepare a checklist**
  - What is the subject?
  - Do you know it well enough or should someone else go?
  - Are you going to be the good guy or the villain?
  - Listen to the programme – the format and timing. Get to know the interviewer.
  - Will there be other people there? Who?
  - Is it going to be live?
  - How long will it be?
  - Who do we want to reach?
- ♦ Give personal testimony if you can - how have things effected your life?
- ♦ Make your story human, tell a story.
- ♦ Be descriptive, remember it's radio.
- ♦ Soundbites – a key thing you want people to remember.
- ♦ Don't fill in time by gibbering – that is the interviewers job.
- ♦ Ask how you will be introduced to make sure they have your name and job title right.
- ♦ Ask what the first question will be so you are prepared for it.
- ♦ If you can turn negative questions into positive replies.
- ♦ Aim the words you use at a 12 year old – not the content but the language—No jargon.
- ♦ Keep an eye on the time to make sure you get your point across.
- ♦ Try to end on a good powerful point—reiterate what you have said before.
- ♦ Try not to worry you know more than the reporter and have what they need. It is up to them to ask the questions and keep the show flowing.

## Top tip

Record yourself before hand to see if your voice has any quirks or you say certain words frequently. It may be that you start a sentence with a strong voice and then trail off by listening to a short recording first you can amend this before the interview.

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***For more information please contact T3SC  
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