

## Getting on the Radio - Top Tips



As part of Membership Month it would be great for Clubs to get on local radio either calling in and commenting on topics being discussed related to our work or inviting your local radio to one of your events.

### Calling into a Live Show

Margaret Hyde, Soroptimist International Cambridge, who has had a 35 year career as a journalist, broadcaster, producer and editor – mostly in BBC Local Radio has compiled the following top tips.

- Listen carefully to the subjects being discussed and when they ask people to ring in if you think you can relate anything to Soroptimists – take the plunge and ring in.
- Prepare a crib sheet with 3 or 4 facts or points you want to get over.
- Keep it simple – most people are also doing something else while listening to radio – so saying something twice is better than trying to cram a lot of information together.
- Try to say Soroptimist as much as possible. Be prepared to answer the “What’s a Soroptimist” question.
- Most presenters/interviewers won’t verbally maul you and want to shed light rather than heat on a subject. They don’t generally want to make you look silly.
- Ring in as soon as you can and be prepared to stay around to be called back. Give landline and mobile numbers. Alternatively, email your view with contact details. They might ring you or at least read it out.
- The highest number of listeners is between 7am and midday for both BBC local and ILR stations but anytime is better than not getting on the radio at all.
- If you’ve been invited to take part in a studio-based discussion, ask about other contributors taking part so that you’re prepared for possible contrary views.
- And finally – SMILE when you’re talking – you’ll sound and feel less tense!

## **Inviting Local Radio to your Event**

SI Blackburn recently held a coffee morning where BBC Radio Lancashire attended. As the radio presenters were actually at the Soroptimist event Members received a lot of airtime – here are some tips from Isobel Groves from SI Blackburn:

- Establish a personal link with the local radio producer and reporter.
- Some local radio stations prefer to come out on site so Clubs are advised to choose an appropriate event and invite local radio to attend. They need close access to the venue to pick up a signal.
- They still come with their own agenda and format despite having been fully briefed by the Club beforehand [see email below].
- In view of foregoing it is vital that the Club is clear about the message they want to get across as this can be high jacked so preparation is the key.
- It is an excellent tool for recruiting new Members.
- It's good to have something specific happening in the near future as it demonstrates you are into action!

### **What we did beforehand**

We looked at the areas we wished to highlight and these were divided up between various Members so that there were many different voices on air:

- Areas covered; history and what is a Soroptimist, consultative status with the UN, our achievements locally and globally, the benefits of Membership, why we are Members, what attracted us to the Organisation, value of friendship and our friendship links, publicising our Conference and reasons for holding it.
- Make sure that your Members who are speaking are never far away from the reporter as one speaker may need to link up quickly with her successor [bit like a relay].
- Very strong advice is to make notes for your contribution and stay focussed as reporters can take you places you don't want to be!
- It was a great support to everyone that we had a team of contributors and not just one person speaking.

## **Example Email – Inviting Local Radio to your Event**

Dear Alec,

### **Soroptimist International Blackburn 80th Celebrations**

I refer to my previous e mails inviting Sally Naden and yourself to attend a coffee morning at (INSERT ADDRESS) Blackburn on Thursday 24 September. The proceeds will be in aid of Water Aid.

We are a Women's Global Organisation committed to ensuring that women and girls have the opportunities to reach their full potential in every aspect of their lives. We invite any women who have a social conscience to join. The Blackburn club is the oldest club in the NW England and IOM!

During the 80 years of existence in the town Members have supported and continue to support refugees and asylum seekers. We have supported projects reducing domestic violence and have raised awareness of the problem of sexual grooming in the town working with other organisations.

Currently we are staunch supporters of the Bread for Life cafe and I know you attended their launch last Thursday.

As well as supporting local initiatives we are committed to helping women and girls overseas and 2 of our members are currently Trustees of PIES [Partners in Education in Swaziland]. They have recently returned from a visit there where they have been helping in getting an educational project off the ground.

It would be really great if Sally Naden and your team could join us. We are willing to be interviewed to raise the profile of our Club. It would also be excellent publicity for us as we are having a Child Poverty Conference at the Boulevard Centre, Blackburn on Thursday 22 October.

I should be very grateful if you would respond to this e mail as I haven't as yet received a reply to my earlier emails and I am hoping you received them.

Many thanks

Isobel Groves

PS I met Sally when she came to Blackburn Bridge Club last year. I also talked to you about that visit at Radio Lancs offices.