

Radio

You listen to your favourite radio station all the time in the car or at home. Of course you tune in for the music, but you also listen because of the great contests, fun segments and updates on what is happening in your community.

Other people listen to that station for the same reason, which makes it a great opportunity for you to be on the other side of the dial talking about Girl Guides. You could do a fun segment on quirky cookie facts and where to buy them. You could tell listeners what kind of adventures their daughters will be part of if they register for the new Guiding year. You could even talk about an upcoming event or fundraiser your unit is doing to help the community. Whatever you choose to promote, radio is a great way to reach a wide audience.



To secure a radio segment you will need to do two things: 1. Pitch the station 2. Prepare for the segment. Doing these things is not hard, but it does require certain finesse. Here is guide on how to do it well and generate some buzz.

How to Pitch a Radio Station

Radio stations get hundreds of pitches every week, which means your pitch needs to stand out. What you communicate is equally as important as whom you share it with. Use this checklist to guide you:

1. **Producer:** Before you pitch try and pin-point the name of the producer. Do some research online and try and find their full name and contact details. This is the main person who sets the creative direction of the show, so it is essential that you get their buy-in.
 - **Alternative:** If you cannot find the name and/or contact details of the producer try finding details for the associate producer, or assistant producer. If you still cannot pin-point who these people are, opt for reaching out to the host(s).



2. **Timeline:** When you send your pitch is extremely important. Sending it too far in advance of the event increases the risk of the producer disregarding it. Sending it too late might mean he/she won't be able to fit the story into the show schedule. Ideally you should send your pitch one week before the event. This gives the producer enough time to decide if he/she is interested (based upon the relevance to their audience and timeliness of the piece) and coordinate details.
3. **Pitch:** Once you have the name of your contact, you can pitch them your segment idea. Aim to do this via email. With hectic schedules it is challenging to get a hold of producers via phone, making email the best option. Ensure your pitch has all of the necessary information and has a good angle. Use the 5w's to guide you (where, what, when, who, why).
4. **Follow-up:** If no one has replied to your pitch, it is time to send a follow-up email. Remember to reply using the email thread to help give the producer context. Simply copying and pasting your original email will not cut it though. Reiterate your points in a fresh and concise way to pique the producer's interest.
 - **Next Steps:** If the producer does not respond to your pitch or follow-up email, the opportunity has passed or he/she is not interested. It is crucial that you respect that. Pestering a contact will only frustrate them, which could cause them to block your email address or make them unresponsive to future pitches.
5. **The Spectrum of Success:** If a producer responds to your pitch, one of two things can happen. 1. The producer agrees to do a segment! 2. The producer declines. Both are huge wins. Of course securing a segment is the ultimate goal, however the latter means you have now started a relationship with the producer – which can translate into future segments.
 - **Media List:** Do not forget to record your contact's details in your media list. This is the perfect time to use their email signature for populating any outstanding information you might be missing in your database.

How to Prepare for a Radio Segment

Preparing for a radio segment is similar to that of a TV show. First finalize all of the details before the 'day of'. What you are going to say? Who will go on-air with you? What time will you be recording or going on live? Once you address these questions you can begin to think about the 'day-of'.

Below is a list of tips to help you prepare:

1. **Practice:** Practice, practice and practice. This is your moment to tell the public about Girl Guides so make sure you prepare a script and know it well. Try rehearsing in the mirror or with a friend to practice your gestures and overall body language. Most importantly do not forget to pause during sentences. This will help listeners absorb the information and allow you to catch your breath before moving on to the next talking point.
2. **Get Enough Rest:** The night before the big day make sure you get enough sleep. Getting 8 hours of sleep will help you stay alert, quick to banter and ready for questions.
3. **Attire:** As a GGC ambassador you need to look the part – even though you are doing a radio segment. The listeners cannot hear you, but everyone at the radio station will see you. A few days before the segment make sure your uniform is washed, ironed and ready to go. That way on the day of you are not rushing to do these things and you can focus on ensuring you are put together.
4. **Power of your Voice:** While you are speaking do not forget to enunciate, incorporate fluctuations and smile. You want to be approachable, not standoffish. Listeners will be more receptive to a friendly spokesperson rather than someone who sounds angry or bored. Plus, your friendly demeanor will show the producer and hosts that you are fun to work with, which further builds the relationship and could open the door for future segments.





Girl Guides
of Canada
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du Canada

5. **Don't Go Off Script:** Stick to your talking points to ensure you do not say something inaccurate or inappropriate. No matter how casual the segment feels, always remember you are talking to the media.
6. **Word Whiskers & Fidgeting:** Often when we are nervous word whiskers creep into our sentences and/or we start to fidget. You might say words such as 'like' or 'umm' or start tapping your fingers. Try to be conscious of these things, so you do not do them on the 'big day'. Practicing in the mirror or with a friend will help you pin-point any trouble areas and fix them.