



## **The Use Of Local Radio In Recruitment.**

A rarely used but useful source of publicity is your local radio station. Many, especially the commercial stations want to raise their profile in promoting local charities and other local worthy causes.

Therefore, as part of your recruitment campaign plan look up your local radio websites. Many will have events calendars. These are easy to complete and have the capacity to include a web page link. Ensure your club webpage detailing the recruitment event is included.

Don't be afraid to spread your wings over several radio stations. The more that hear about you, the better the chance of getting 'on air'. Aim to get someone from your club interviewed to promote your recruitment event.

If you have a story of a recent success in your club such as fundraising for a local causes, aid to the less fortunate, helping to house Ukrainian refugees etc, get your Club PRO to write a press release detailing these successes. Use as an interesting hook to wrap these stories into a release promoting your Meet the Lions Event.

Once complete, send that to the local radio station Newsdesk offering a spokesperson from your club to give an interview. While that probably won't get on the 'News', an engaging story could create enough interest to get a feature on a breakfast or mid morning radio show enabling your spokesperson to talk about Lions and promote your recruitment event.

Prepare your spokesperson for possible interview. Ensure they have the facts at hand you want them to talk about. These facts in the form of notes are a life saver when any Lion is in a radio studio or on the phone nervously waiting to go.

These notes should be just bullet points as a reminder of what your spokesperson should already know. Don't try 'scripting' as reading lengthy notes will sound wooden.

Include local subjects of interest such as projects achieved, fundraising events, how much has been raised annually by your club, what the funds are used for, other Lions Clubs you collaborate with in Zone, other organisations you work with, the number of people your club has assisted together with schools etc you've helped. Include the social side of club activities emphasising how Lions enjoy themselves.

Also have basic information available about Lions - The largest service organisation in the world, 1.4 million members worldwide in over 200 countries & geographic regions etc. LCIF details are another strong lead into a conversation about how Lions are helping those in need worldwide. If you are in a small club that has few youth activities for example, read up about ROAR 2022 and be able to drop that benefit to local schools into the interview conversation. Even mention nearby Lions Clubs who have taken part in ROAR and that your club is looking into taking part.

To further prepare for the interview ensure your spokesperson is ready with 4, 5 or 6 topics about Lions they can readily talk about. Make these as relevant as possible to your locality, but as already mentioned, having a wider scope of topics involving Lions globally is a good thing. It's nice to have a personal perspective available to talk about such as what drew you to joining the Lions?

Use the acronym A,B,C when talking to any media outlet, whether it be Radio TV or the local press. This is a memory aid for '**Answer**', '**Bridge**', '**Communicate**'.

**Answer** the question in a simple one or 2 sentence statement.

**Bridge** if necessary to the point you want to make.

**Communicate** that point using the programmed information detailed in the bullet point notes explained above.

Have the standard 'get out phrases' ready to use if necessary. If the radio presenter for example, asks about a political decision which is deemed to have caused hardship or suffering, answer by saying something to the effect of 'it's not fair for me to comment on political decisions. Lions are here to help those in need'. Then go on to explain how either your club or LCI have helped those less fortunate in that situation. In other words return to the core message - Lions help those less fortunate.

If pressed, it's even worth saying that Lions as an organisation is above commenting about political decisions. Every Lions Club member on this planet is here to help those less fortunate.

Cover the 3 main elements of club activity - Fundraising, Community Service and Social by stressing just how enjoyable it is to be in your local Lions Club.

Allow your club spokesman to practice these radio interview techniques. That can be done by telephone with an experienced Lion such as your Club President or Secretary asking the type of questions expected.

A further help for those who may be nervous about being in a radio studio is to take a fellow Lion. Many successful interviews are double headed with 2 spokesmen complimenting each other. Even if only one is interviewed, taking a colleague is a good thing, helping with directions while driving etc.

If you have any questions or would like further information on local radio promotion, email [marketing@lions105sc.org.uk](mailto:marketing@lions105sc.org.uk)

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