

Getting the Message Out Using VHF/CB or Radio



Advantages

- Spoken word can be very powerful
- Gets the message right into someone's home without going door to door
- Usually free
- Reaches lots of people in a short amount of time
- Good for brief messages (one minute or less)

Disadvantages

- Not good for sharing long messages with complicated information
- It is hard to judge how many people you have reached since you don't know who is tuned in



Food for thought: Should the message be in English or your Native language? Is the announcer an Elder or an IGAP coordinator? How long should the message be? What message will people respond to best: health concerns, money, or traditional values? When is the best season or time of day or time of week to make your announcement?

Be creative!

- Find a way to make it humorous with jokes or funny voices
- Make a series of announcements over the week that are suspenseful like a soap opera so people get hooked on listening to your announcements
- Create a jingle
- Do a skit with a few community members to get more people involved. It will sound more interesting to have multiple voices.
- Play music in the background
- Use storytelling to make your message more personal
- Make it a game of name that voice. If you can call the office and identify the speaker then you get a discount on your collection fee.
- Have kids sing a song



Don't forget - **Practice, practice, practice!** Speak clearly and slowly so people can understand you.

For more ideas on how to get a message out (such as through community meetings, newsletters, and online social media), see www.zendergroup.org/education.html