

Notes from AFE 2012 "Get Out the Message" Session from the VHF/CB/Radio Group

- Everyone agreed that having kids on the announcement would be a good way to get both adults and kids to listen
- Everyone also agreed that the most important thing in choosing the announcer is choosing someone who the community respects, whether that be an Elder or an IGAP environmental coordinator
- Someone mentioned the idea of storytelling and how that might be a good way to get people's attention. This is definitely a great idea. The group talked a little bit about how telling a story makes a political or financial issue much more personal.
- In Hooper Bay there are a lot of young people, but still Elders too. It is important to be sure your message speaks to both groups or to create two different messages to reach each group.
- People wanted messages to focus on positive things
- One person suggested that the announcement be used to announce a meeting to gather feedback so that people would not be mad about collection fees later because they had a chance to provide input
- In regards to the timing of announcements, one person said that they do announcements in the morning, the early afternoon, and the afternoon. That way if someone sleeps in they can still catch the announcement in the afternoon.
- If we use VHF then we can get immediate feedback from people who are on VHF. For example, we could ask if a certain day and time is good to meet and people could respond right away.
- One person said that all announcements are done in English and then in Yupik.
- Someone wrote a PSA where a child was talking to an adult about keeping the community clean. Using a couple different voices makes the message more interesting.