**Media resources**

Talkback radio tips   
  
*Talkback radio often sets the important issues of the day, and informs many people’s (including decision-makers) opinions. Getting on talkback radio is a great way to get your message heard.*

What to do

Tune in to the station you would like to call, and listen to see what they are talking about. Often they will invite callers to ring and have their say.

Think about the audience you want to reach.Is your message relevant locally or nationally? Commercial AM stations generally have an older, more conservative audience; ABC stations are similarly older but are less conservative; FM stations generally steer clear of politics.

Listening to a program first will give you a good idea of what tone, audience, host and topics you are likely to expect and what opinions they are likely to put on air.

What to expect

Most people who call will not make it on air. You may have to try several days before getting on.

Tell the switchboard that you have something to say about the story you were listening to. You may be on hold for a long time, so set aside some time.

You will speak to a producer first, they will be testing you to see if you have something interesting to say and are able to say it well. Treat this conversation as if you are on air already.

Turn off your radio. If you make it on, there is a few seconds delay and it will echo.

What to say

You will need to talk about what the program is already talking about, either offer your opinion on that topic or find a way it is related to the topic you want to talk about.

When you do make it on air, keep your message simple and short. Try to get one point across.

Talk about your personal experience, not just your view. (“As a young person…” “This matters to me/young people like me because….” )

Once you are on air, be prepared to be challenged by the host. They want conflict, stay calm and talk to the audience, not the host.

How to call

Use the switchboard number to call, or send a brief text to the text line capturing your key points. If you text, don’t forget to sign off with your name and age.