



Reach **every**  
commercial  
**Radio Newsroom**  
in Australia with  
**just one audio**  
**interview**



## Why choose an **Audio News Release**?

Ok, before we get into the do's and don't of this whole **Audio News Release** thing, let's recap why we are here.

Put simply, an **ANR** or **Audio New Release** is a wonderful opportunity for you to get on metro and regional news radio.

It gives you **control over the message**, is more comfortable and **less nerve-wracking** for your spokesperson, and you **do it once** and it is distributed to every radio station in the country, **saving valuable time**.

Sounds great but remember this is a news service we are targeting. This is **NOT** an ad. So that means we need to deliver high quality news content.

There are some simple and effective tips to follow to maximise your chance of great national exposure. **So, let's dive into them.**

# TIP #1 - THE STORY HAS TO BE A STORY

Sounds basic doesn't it – but having a genuinely strong story is the number 1 determining factor of whether you will get on-air or not.

This is not an Ad. This is a news service and you have to have news.

A radio newsroom literally has a world of content to fill their 60-90sec news break. The only way you are going to grab a slice of that time is if you are newsworthy, and relevant to the audience.

Work hard on your story angle.

Work hard on your delivery and messaging. **Be good talent**

You need to provide value to a news break.

The benefit of nailing it? The credibility and impact that comes with being featured on the news.



## TIP #2 – SIMPLE IS BEST FOR NEWS RADIO.

Your story will get 20secs – 30secs on air. That includes a short intro from the newsreader and a grab from your spokesperson, so your messaging needs to be concise and on-point.

Ideally, your audio grab should not run more than 15-20secs. You can, however, record and distribute any number of audio grabs. We recommend 4-5 as the best option to maintain your messaging while giving the stations choice.

But don't try and cover too much. Keep the message simple, to the point, and above all else, newsworthy.

## TIP #3 – NATURAL DELIVERY

Reading from a prepared script sounds like... you are reading from a prepared script. If it even makes it to air, your audience will pick it as not being genuine. It will feel like they are being sold something.

Plus, radio newsrooms are unlikely to run your story if your spokesperson is reading from a script.

Ideally, your message will be delivered in a relaxed and conversational way. As if you have been asked a question by a friend and you are giving them an answer.

Have key points for each answer to keep you on message, but don't bring along a script as a security blanket.

The only exemptions are regulatory comments for say the release of a new drug, or a prepared statement in a crisis management situation.

## TIP #4 – BE GOOD TALENT

We touched on this earlier but having a strong spokesperson is imperative.

Someone who can deliver your message concisely, on-point and in a clear and conversational manner. And in a tone that suits the style of the story.

Long-winded, mono tone voices or reading from a script is a turn-off to most newsrooms and has the potential to damage opportunities in the future.

Accents can also be difficult to understand on radio.

Remember, the true gold is having your spokesperson deliver your message and story on the news in the way you want it presented.

The only way for this to happen is to be GOOD TALENT, with a GOOD STORY!!!

## TIP #5 - STATS AND FIGURES WORK

What is the best way to get your message across in 15-20secs?

One of the best ways is via stats or figures.

Giving a percentage or a number allows the listener to instantly grasp the extent and impact of the message you are presenting.

It works extremely well for radio where on-air time is at an absolute premium.

It also makes for great radio news content – so the newsrooms love these stories too!!

## TIP #6 - REGIONALISED AUDIO

Consider localizing your audio messages.

For example, realestate.com.au provided localized audio for the latest property market stats, targeting all capital cities as well as key regional areas.

This gave metro and regional stations an added incentive to run the content.

Cancer Victoria also produce localized stats on cancer rates each year to help promote Daffodil Day and Australia's Biggest Morning Tea.

Regional radio may not be easy to monitor but do not underestimate what it can deliver. It is a powerful and large audience that loves being served with content that speaks directly to its audience.



## TIP #7 - SUBTLE COMPANY MESSAGING

It is always tempting to drop the company name in as many times as possible.

That would be fine if this was a paid ad, but it's not.

If your message comes across too commercial, the newsrooms will run a mile. And, again, it will have a detrimental effect on any future coverage.

Keep the message clean and leave the newsreader to credit the story.

For example, they need to state the source of the report and they need to explain who is speaking in the audio grab. "That was Joe Bloggs from XYZ"

This gives your story more credibility and more impact with the audience.

## TIP #8 – USE EMBARGOS TO YOUR ADVANTAGE

We can't guarantee a radio newsroom won't break at embargo, but in almost 20 years of producing Audio News Releases, we have not had one client complain that an embargo has been broken.

If a story is highly sensitive, don't issue the audio under embargo.

But if it's not, use an embargo to your advantage.

The best time to release and sell-in a story is the day before, just after the morning madness. This gives newsrooms time to absorb the story, download the audio and prep it for the next day.



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