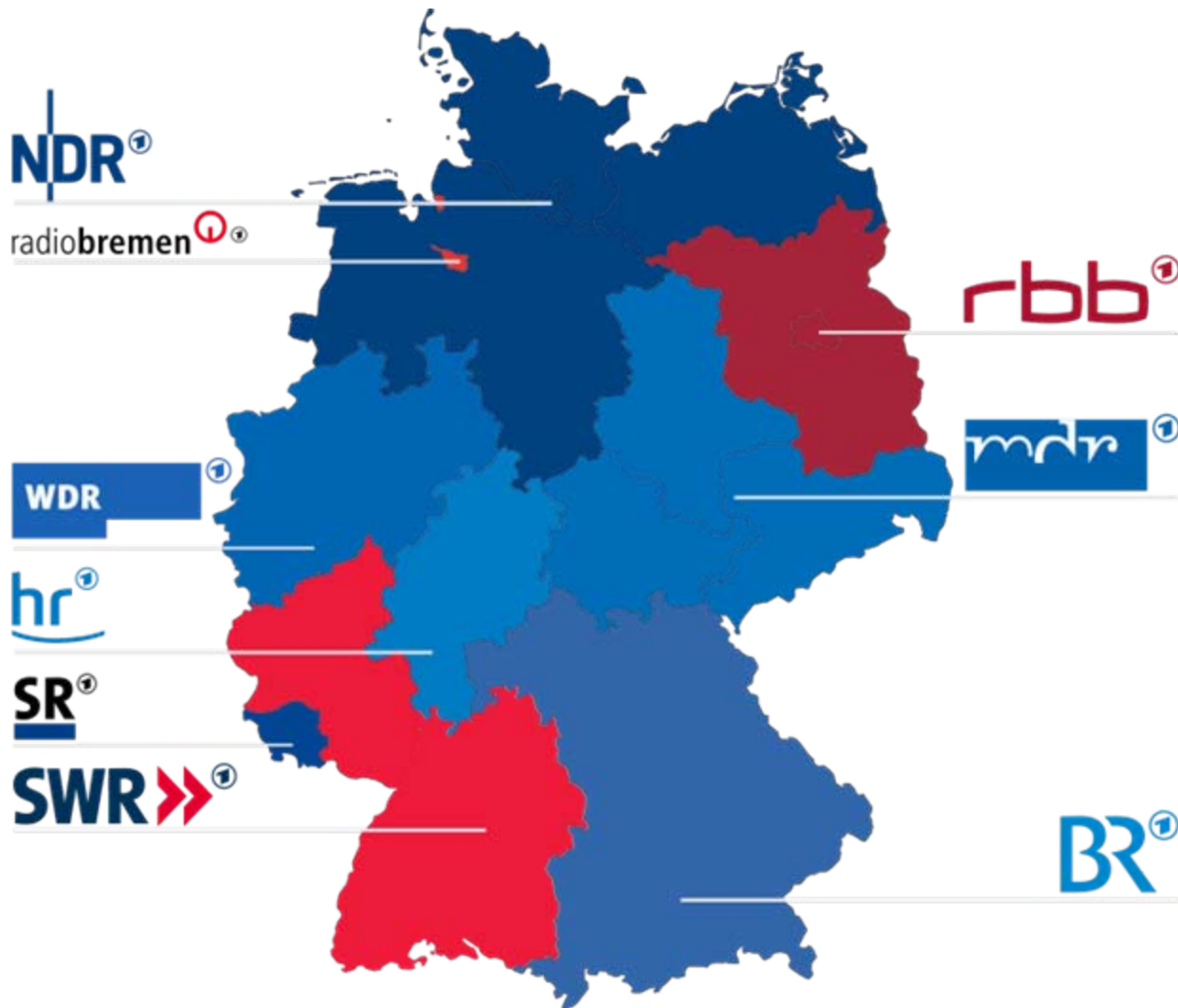
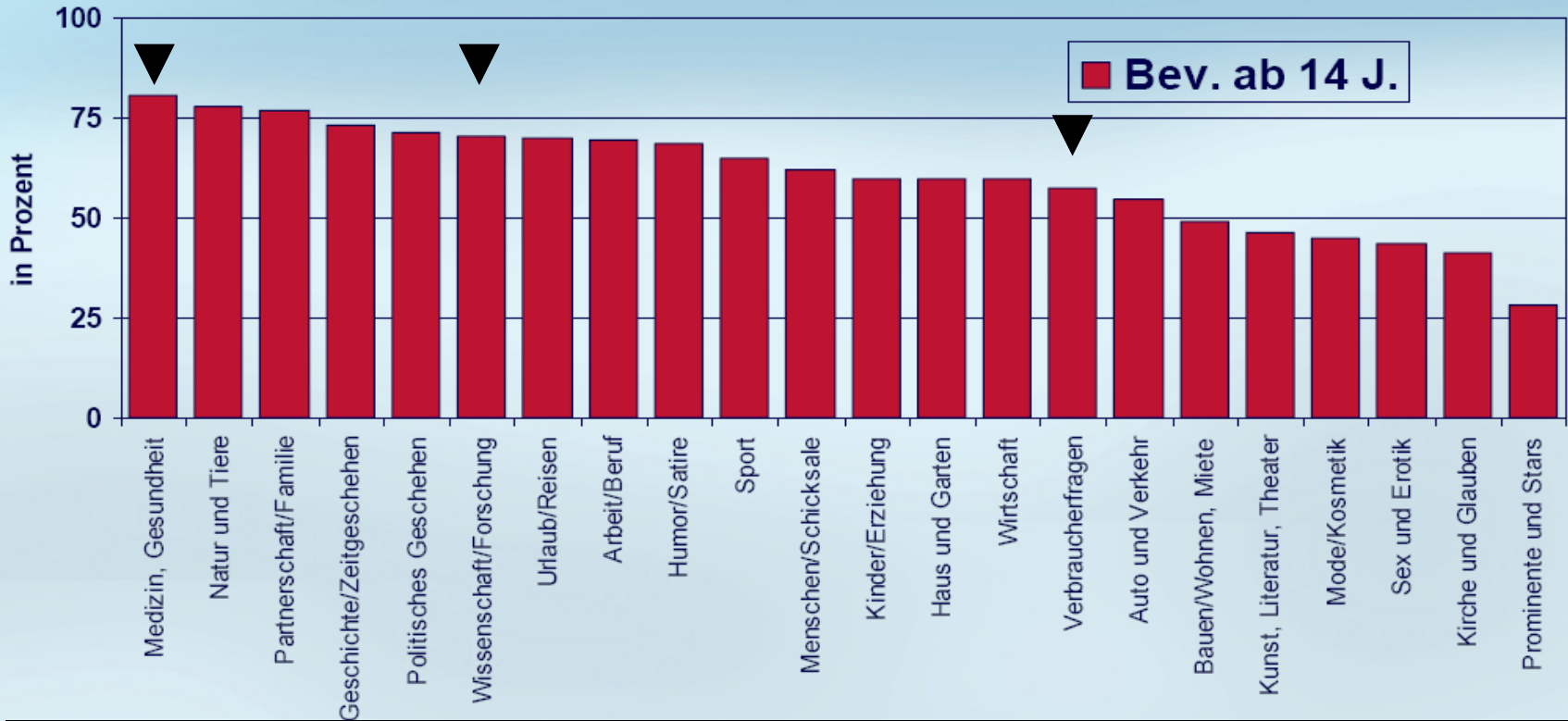


The ARD

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People are at least a little interested in:



„Please tell me if a subject is for you: very interesting, a little interesting, less interesting or of no interest at all.”

Quelle: SWR-Trend 2007 | Basis: Bevölkerung ab 14 Jahren in Baden-Württemberg und Rheinland-Pfalz

Contexts for Health issues in the radio

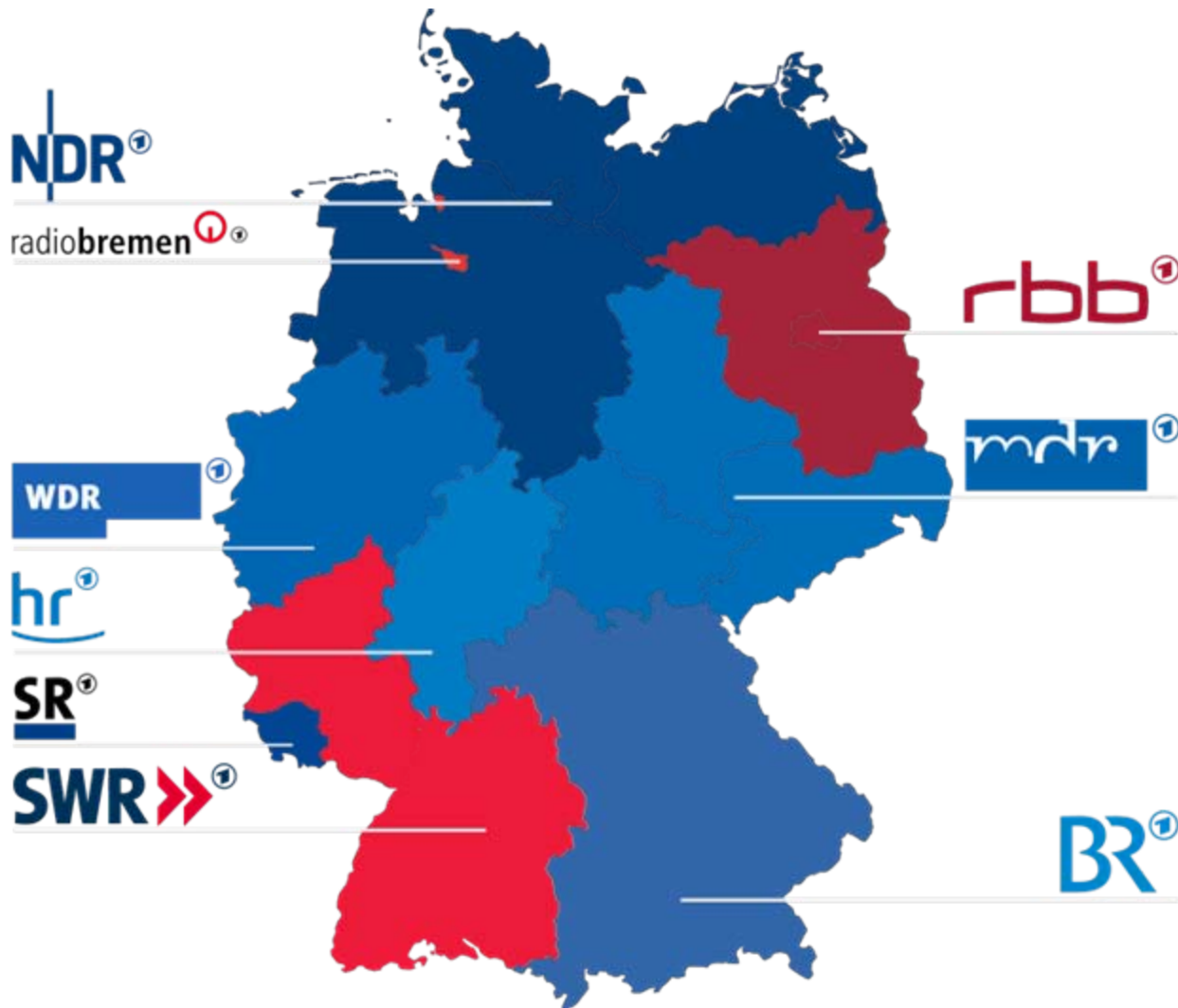
- Events / „Crisis“ (Avian flu, SARS ...)
- Service
- Research

Tips: 1

- Think about and wait for the right time to communicate your research
- Seasonal aspects (e.g.
- Current political or social issues (e.g. the new European nutrition and health report)
- International “days” (e.g. Aids on 1st of december)
- Local or International conferences

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Tips: 2

- Emphasize local aspects if you want to address the regional media.
- Treatments in a local clinic
- Cooperation with local partners
- Connection to local events

Tips: 3

- Beyond the pure information: Help the journalist in making his report attractive
- Are there any patients concerned and willing to give interviews?
- Is there something to show or to hear?

Tips: 4

- Radio is a “party situation”
- Radio is the only media that is usually consumed along the way.
- You are not expected to talk academically but
- to chat convincingly in an everyday speech and to grab the other’s (that is the listener’s) attention.

Tips: 5

- Think about critical questions that may arise concerning e.g.
 - Animal experiments
 - Pharma sponsoring, lobbying
 - Association with earlier scandals in this field of research
 - Never say “no comment”!