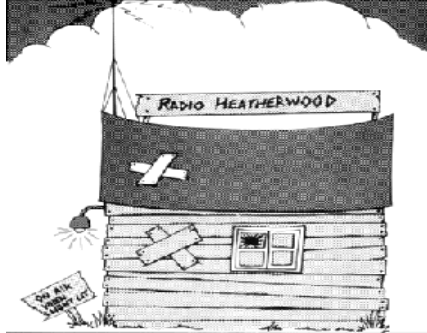


Subject: Radio Heatherwood Presenters Newsletters
From: "Secretary" <Secretary@radioheatherwood >
Date: 16/06/2001, 11:17
To: Radio Staff



The Radio Heatherwood staff newsletters took many styles and methods of production during its publications.

We have recreated an issue distributed by email to radio staff and also posted on the staff noticeboard.

This newsletter originally published as above date.

The only changes made to these emails have been the removal of personal phone numbers and email addresses.

Background Story to Email:-

After appalling press coverage of the official opening of the new studio's.

PJ Davidson-Smith Former Secretary

Subject: How Are We Perceived ?

From: "Secretary" <Secretary@radioheatherwood >

Date: 16/06/2001, 11:17

To: Radio Staff

Hi Team

Some ramblings from the secretary.

Press Articles

The opening of the new studio's generated an element of press coverage. Initially we sent faxes to all the local papers with statements and info regarding the coming opening. The response as ever by the press never quite lives up to your expectations.

Ascot Observer

Week before the event they publish a picture on the front page of Roger which is good news but they wrap our web site address in the article and it inserts a dash where there shouldn't be one (Picture of Roger " lovely boy").

We have made arrangements for them to come along to photograph., but they don't follow up after the official opening. The following week there is no pictures or article of the day.

Ascot News / Bracknell News

Nothing before the event, following week a picture (Margaret & Roy & David) and a small write up on the letter's page. No mention of the web site addresses or volunteers required.

Ascot Express

Nothing before the event, After the event an article featuring Matthew & Jenni who are apparently catching flies or are singing a duet. No Mention of volunteers required or web addresses. However in the same paper tucked away in a different column is a statement saying the league has just launched two web sites and gives the address. Would have been better if they could be on the same page.

The fact we were able to generate some news print, but could do better should be the words for the news editors.

This leads me nicely into :-

How Are We Perceived ?

If you look at the radio history files at previous press coverage there is always this stereo image presented of young people Dj'ing and cliché headlines.

Are We Sending Out the Wrong Image ?.

In the last ten years David and I when conducting press releases have always tried to emphasize the ward element part of the job as well as saying this is not just young people playing pop records for their gratification. We are presenting to an audience from 18 to 98.

How do we change ?.

We have an uphill struggle because it's what patients might perceive when we go around the wards and target young people and only play a limited playlist(Music Content). We have to defend our roles undermined by other hospital radios who are dj'ing all day with the latest top twenty.

The dj'ing part of our roles is 10% of this job the other percentage which involves the visitor at the bedside, making access to the loan radio, giving up our time and making people happy is the poor relation as this is the part which needs to be at the forefront of our image.

Some years ago I left a camera in the studio and asked for this to be used to take pictures of presenters and to be used on the wards for mug winner's etc. The results of that are despite about 4 years of the camera being available. We have two pictures of mug winners and possibly 102 pictures of presenters at the console. Very nice!!!!.

It would be nice that as we move into the 26th year of Radio Heatherwood we turn that around and concentrate on getting images of people on the wards that includes patients, staff & relatives.

Our web site shows very nice studio pictures and presenter's but no pictures of patients nursing staff etc. We have the opportunity to turn this around and produce a window on our world which reflects what we do.

Are you interested in championing our image on the wards & web, are you interested in coordinating a concerted effort to produce some pictures which will reflect what we actually do.?

Let's dispel the stereo image of members of the outside world and what they perceive we do, to an image of what we actually do !

If we can show to others we are volunteers who are not just Dj's they may be encouraged to support us more through donations etc.

If you are interested in what's been said I would love to hear from you!!!.

Ps If you do take up the challenge and you take the camera with you, when you are out on the wards always make sure the patient/staff/member of the public agrees to have their picture taken. Explain it will be used in our literature and on the league's web sites. (Also a record written down saying image 10 is Mabel ! etc.).

PJ

Man with a Mission

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