

# Local Television and Radio

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## **Objective**

The objective of this activity is to engage a greater percentage of the general public and reach a wider demographic by partnering with local radio and television media outlets to promote Consolidated Plan Citizen Participation activities.

## **Summary**

Local radio and television reach a wide range of the general population, and local media outlets may be interested in publicizing public hearings and other Consolidated Plan citizen participation activities as a public service (public radio and TV), or a news item of local interest (local TV news). Partnering with known public figures to record radio spots or make brief television appearances may further increase public interest and participation. Additionally, working with public television and cable access channels in larger jurisdictions that regularly televise legislative hearings and other public interest programming may allow for broadcast of local and regional public hearings.

- Consolidated Plan public hearings address issues of real public concern that many local media outlets will be interested in reporting, reaching a broad segment of the affected public.
- Consolidated Plan citizen participation activities satisfy the requirements of public radio and TV stations to provide public service airtime.
- Using well known public officials to make brief radio and TV announcements can increase the profile of activities and encourage public participation.
- Discussion of key issues of concern within the Plan may forge innovative partnerships with local media outlets interested in public interest programming.

Statewide and rural jurisdictions stand to benefit significantly from the use of radio and television media. Radio and TV broadcasts can be effective at reaching dispersed or geographically isolated populations that can be difficult to notify by other means.

## **Application to the Consolidated Plan**

Employing local radio and TV as part of a public notice strategy can help grantees to both successfully publicize opportunities for public participation and generate interest in the Consolidated Plan process.

## **Target Audience/Usage**

The target audience for this activity is all residents in a community.

## **Logistics and Materials Needed**

- A partnership with local media outlets to carry Consolidated Plan citizen participation content as public interest programming or local news items. This may require an innovative media strategy for presenting Consolidated Plan activities (e.g., public personalities) to solidify partnership ventures with media outlets.
- The willingness of public officials to participate and appear in pre-recorded or live radio and television spots discussing the importance of the Consolidated Plan and the opportunity for citizen input on Plan direction and the priority needs of the community.
- For live broadcast of hearings, a scripted yet flexible plan for managing a live hearing is necessary. This can include a visually engaging presentation of the Consolidated Plan, and/or a facilitation

strategy geared toward a media audience (e.g., a moderator with a set of questions or a prepped group of stakeholders who are willing to make comments to fill periods of silence). Optionally, a mechanism to allow remote participation in the hearings may be beneficial (e.g., call-in capacity or another form of remote participation to allow the broadcast audience to participate).

**Examples of the use of radio and TV stations**

- Travis County, TX has adopted a [Citizen Participation Plan](#) that specifies the use of radio and public television advertisements to provide notice of public hearings.
- The city of Hartford, CT [broadcast its public hearings](#) on their cable access channel. The event was pre-recorded by the local public access station and broadcast at a later date. Spanish language translators and a hearing impaired interpreter were available for the broadcast.