

118 RADIO STATIONS

1,750
HOURS OF PROGRAMMING WEEKLY

1,500
VOLUNTEERS

ON THE
AIRWAVES
SINCE

1978

CLOSE TO **5 MILLION**
AUSTRALIANS HAVE
A PRINT DISABILITY

5

A PROFILE

The RPH Radio Reading Network

RPH
AUSTRALIA
the radio reading network

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August 2014

welcome

Imagine your life if you couldn't read print.

From the daily newspaper first thing in the morning to the favourite book which puts you to sleep at night, your day would be very different.

The RPH Australia Radio Reading Network works to fill this gap.

The 18 radio reading services across the RPH Network provide access to a wide range of current print media - newspapers, magazines and books - for Australians who rely on 'alternate format' news, lifestyle and recreational reading.

As Australia's Disability Discrimination Commissioner, as well as one of the 4.7 million Australians with a print disability, I very much welcome this service.

Now available in all state capital cities, Canberra and many regional areas, the RPH Network plays an important role: it keeps Australians with a print disability in touch with what is going on, including them within the social, political, economic and cultural life of Australia.



When you're browsing the newspaper tomorrow, think of me and the many others who can't.

Every Australian owes a debt of gratitude to the volunteers and staff across the RPH Network for the marvellous work that they do.

I welcome you to this profile of the RPH Network and encourage you to read more details inside.

Graeme Innes, AM
Australia's Disability
Discrimination
Commissioner
2005 - 2014

who we are

A National Radio Reading Network

The RPH Australia Radio Reading Network (RPH Network) plays a unique role in the Australian media landscape, offering 'alternate format' (spoken word) access to print media for those with a print disability.

RPH radio reading services read high turnover print and online media, such as daily national, state and local newspapers and magazines, on air.

The RPH Network is also a cooperative media partner, broadcasting important government information and other announcements to difficult-to-reach print disabled audiences around Australia.

Currently, almost 4.7 million Australians – or 22% of the population – live with a print disability, which can include literacy issues, learning disabilities, vision impairment and physical disabilities.

Created in 1978, RPH radio services are part of the not for profit community broadcasting sector.

The RPH Network consists of 18 AM/FM radio services around Australia, as well as digital radio services in the five mainland capitals (for details, see back cover).

The RPH Network operates with the assistance of 1,500 dedicated volunteers.

“... a special radio communications service for the blind and other people with reading difficulties. The service will present programmes which are not provided in depth by existing stations, including readings of feature articles and book serialisation, as well as the transmission of information of special relevance to print-handicapped people.”

The Hon. Tony Staley MP
Minister for Post &
Telecommunications,
1978

what we do

Providing Access & Inclusion

Australians with a print disability have the same right and need for ready access to daily print media as other Australians.

Access to in-depth analysis of issues in the print media often underpins informed opinions and decisions, facilitating full participation in the cultural, economic, political and social life of Australia.

Broadcasting to 70% of the Australian population, the RPH Network provides this access by combining the depth of print media information with the immediacy and ubiquity of radio.

By helping to ensure that critical information reaches audiences with a print disability, the RPH Network serves as an important policy enabler for disability services at all levels of government.

“RPH programming overwhelmingly depends on volunteers and includes readings from newspapers, periodicals and novels as well as information on topics ranging from local events and activities to travel, science, health and sport.”

Senator the Hon. Gareth Evans, Minister for Transport & Communications, 1988

To serve Australians with a print disability right around the country, the RPH Network is working to extend the geographic reach of RPH radio reading services through streaming and podcasting.

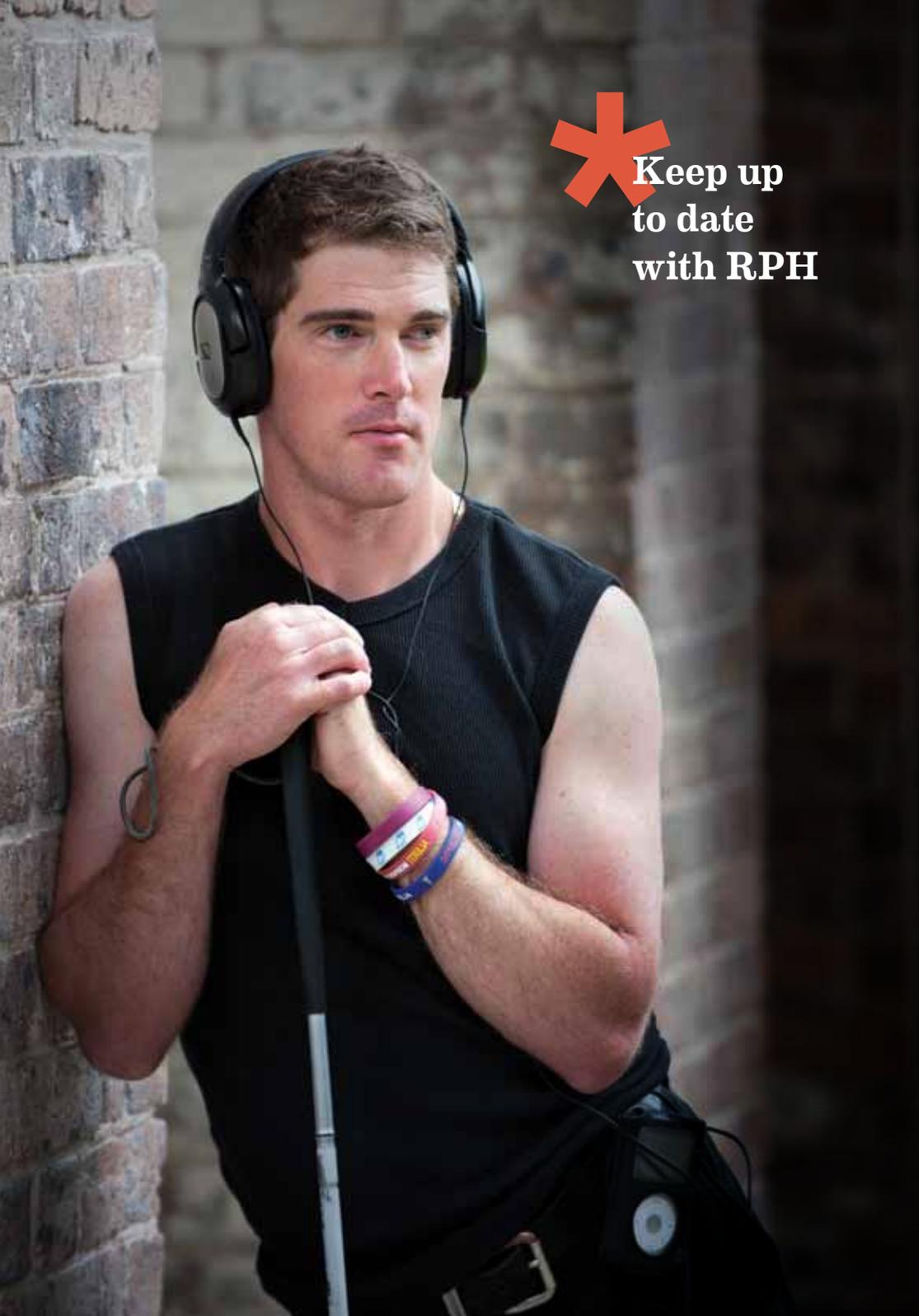
The RPH Network is also actively facilitating the take-up of RPH programs on general community radio stations that are located in parts of regional Australia beyond the reach of the RPH Network.

RPH Volunteers

RPH Network stations operate thanks to teams of dedicated volunteer broadcasters, overseen by a small complement of paid staff.

There are 1,500 trained RPH volunteers nationally. They all meet rigorous selection criteria and undertake ongoing specialist training.

RPH volunteers come from diverse backgrounds, but all are committed to giving back to the community.



*** Keep up
to date
with RPH**

our community

What is a Print Disability?

As community broadcasters, RPH Network members are licensed to serve a particular community of interest: Australians with a print disability.

Today, 4.7 million Australians – or 22% of the population – live with a print disability.

Generally speaking, a print disability encompasses:

- **Literacy issues** including the ability to speak but not read English
- **Vision impairment** including total and partial vision loss
- **Learning impairment** including certain forms of dyslexia
- **Physical impairment** such as quadriplegia, severe arthritis or Multiple Sclerosis.

The many diverse causes of print disability mean that it takes no 'typical' form.

Those with a print disability may not identify as such, given that it is often one facet of a wider impairment.

Older people are significantly more likely to develop a print disability as a consequence of ageing.

Cochlear implant recipients also benefit from RPH programs. They learn to relate spoken sounds with the words they represent by reading along as they listen to RPH broadcasts of the daily newspaper.

Students of English as a second language find RPH broadcasts helpful for a similar reason. By reading the newspaper as they tune in to RPH's alternate format programming, they match the sounds with the written words and learn spelling, pronunciation and spoken emphasis.

“Australia’s print handicapped population consists of people who through age, disability or literacy problems are unable to physically handle books and newspapers or otherwise read or comprehend written material.”

Federal Department
of Communications
Review, 1986



**Cochlear
Implant?
Relate sounds
to words
with RPH**



**RPH assists
those living
with neurological
conditions like
Multiple Sclerosis**

tune in to RPH

RPH Programs

The RPH Network broadcasts 1,750 hours of specialist RPH programming and information segments each week.

All RPH programs comply with an established *RPH Protocol*, which ensures that the material broadcast is of particular relevance to, and meets the information needs of, Australians with a print disability.

Trained volunteer staff prepare and read from a broad range of national, state and local newspapers and other high-turnover print materials, including magazines. They also serialise books for broadcast.

The RPH Network broadcasts important information segments, including government information, assisting Australians with a print disability to participate fully in Australian social, political and economic life.

General Programming

Broadcasts articles from particular publications:

- ▶ *The Australian*
- ▶ *Australian Financial Review*
- ▶ *The Sydney Morning Herald*
- ▶ *The Age*
- ▶ *The Telegraph*
- ▶ *The Advertiser*
- ▶ *The Canberra Times*
- ▶ *The West Australian*
- ▶ *The Courier Mail*
- ▶ *The Mercury*
- ▶ *The Guardian*
- ▶ *Time Magazine*
- ▶ *The Women's Weekly*
- ▶ *New Idea*
- ▶ *Home & Garden*
- ▶ *Men's Health*

Subject Based Programming

Broadcasts articles selected from diverse sources on particular topics:

- ▶ *Cinemascope*
- ▶ *The Cookbook Show*
- ▶ *Galleries & Gardens*
- ▶ *Garden Grapevine*
- ▶ *Good Sports*
- ▶ *The Health Show*
- ▶ *History Today*
- ▶ *The Law & You*
- ▶ *Letters to the Editor*
- ▶ *Media Talk*
- ▶ *The Opinion Pages*
- ▶ *Science News*
- ▶ *Talking Vision*
- ▶ *There & Back*
- ▶ *TV Guides*
- ▶ *Veterans Affairs*



***ESL students
read along
with RPH**

our audiences

Foreground Listening

The RPH Network is an important conduit to audiences who are difficult to reach through print, online and other visual media.

RPH audiences engage in 'foreground listening'. Unlike background music, RPH programs are designed to be heard, understood and retained by listeners.

Adherence to the *RPH Protocol* ensures that content meets the needs of those with a print disability.

RPH programs are presented in a style that is engaging and well-paced, so that important information is communicated accurately to listeners.

RPH Audiences

RPH programming is designed for broad appeal.

Audience research commissioned by the RPH Network across the different states and territories estimates that between 3 - 6% of the Australian population listens to RPH radio reading services on a weekly / monthly basis.

Given Australia's ageing population, the RPH Network has a strong and growing audience of older people, who are more likely to develop a print disability as a consequence of ageing.

The RPH Network also informs a range of 'eyes busy' listeners, who take the opportunity to stay up-to-date with the latest print news and current affairs by tuning into their local RPH radio reading service while on the road or at work.

"I'm on the road a lot. I listen to RPH in between jobs to catch the main stories from the Sydney Morning Herald."

getting your message across

Working with RPH

Community organisations, government and other groups need to communicate with RPH audiences.

The RPH Network broadcasts a wide range of important information through on-air announcements, working effectively with organisations and Federal Government departments and agencies.

Getting important announcements broadcast across the RPH Network can be done in a number of ways:

Sponsored Information Segments

- ➔ **Australian Tax Office Infomercial** The RPH Network produces and broadcasts a regular 90 second information segment informing Australians about ATO issues and developments.
- ➔ **Talking Clean Energy** The RPH Network produced and broadcast a series of five minute segments bringing important information from the Department of Climate Change & Energy Efficiency to print disabled audiences.

Program Sponsorship

- ➔ **The West Australian** Local newspaper *The West Australian* sponsors a one hour broadcast of their newspaper by RPH Perth, six days per week.

Sale of Airtime

- ➔ **Insight for Living** Insight for Living is a not-for-profit organisation that produces and pre-records daily, half hour programs for broadcast on the RPH Network on a fee for service basis.



sponsor RPH

The RPH National Sponsorship Scheme

In 2004 the RPH Network established its National Sponsorship Scheme (NSS) to facilitate sponsored information segments across the RPH Network.

The scheme is a central booking, production, distribution and invoicing facility for information campaigns and other funded information segments broadcast nationally across the RPH Network.

The RPH Network conducts many successful on-air campaigns for local and national organisations, including federal, state and local governments.

It is recognised by government as an important policy enabler, allowing critical government information to reach those who would otherwise be unable to access it in print or online.

Sponsored segments raise awareness and understanding of issues and developments among RPH audiences.

To access RPH Australia's National Sponsorship Scheme for your campaign, contact sales@rph.org.au or call 1300 710 440.

RPH Network Funding

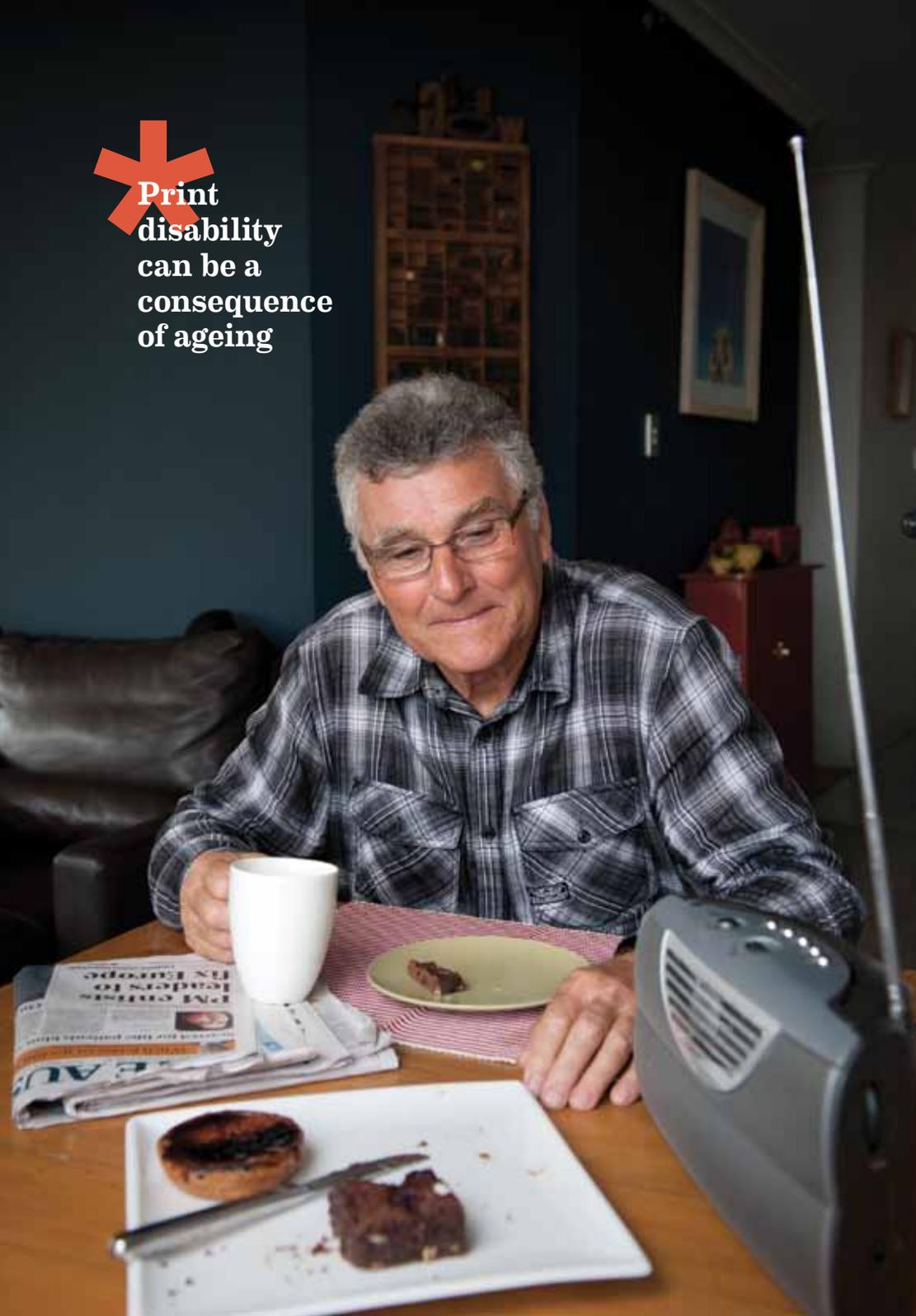
The RPH Network is part of the not for profit community broadcasting sector.

In addition to sponsorship income, the RPH Network is funded through:

- **Federal Government Funding:** Department of Communications (via the Community Broadcasting Foundation)
- **State Government Funding:** RPH Services in NSW, Tasmania & the ACT benefit from recurrent state/territory funding
- **Philanthropic Grants**
- **Donations, Bequests & Fundraising.**

Federal Government funding forms less than 15% of total funding.

**Print
disability
can be a
consequence
of ageing**



Photography by Steven Forrest. Printed on Ecostar, an FSC certified and 100% recycled stock.

about RPH Australia

A Peak Body

RPH Australia is the national peak body for the RPH Network.

It represents the RPH Network to governments and other stakeholders in advocacy, policy and project management matters.

Vision

A nation where a print disability is not a barrier to participation.

Values

RPH Australia members believe in:

- The rights of people with a print disability
- Excellence in service delivery through collaboration
- The commitment of volunteers in the provision of RPH Services around Australia
- Recognising the input of the community of interest – people with a print disability.

Mission

To assist members to produce and distribute published print information in alternate format (spoken word) for Australians with a print disability.

We do this by:

- Engaging our target audience
- Developing the full potential of staff and volunteers
- Using a collaborative approach to delivering services across multiple platforms
- Utilising technology to enhance service delivery methods
- Advocating on behalf of members and people with a print disability
- Exploring and implementing appropriate funding and marketing opportunities.

TUNE IN TO THE RPH NETWORK

RPH ADELAIDE

1197 am

NOW ALSO IN DIGITAL

RPH ALBURY

101.7 fm

RPH BENDIGO

88.7 fm

RPH BRISBANE

1296 am

NOW ALSO IN DIGITAL

RPH CANBERRA

1125 am

RPH DEVONPORT

96.1 fm

RPH GEELONG

99.5 fm

RPH HOBART

864 am

RPH LAUNCESTON

106.9 fm

RPH MELBOURNE

1179 am

NOW ALSO IN DIGITAL

RPH MILDURA

107.5 fm

RPH NEWCASTLE

100.5 fm

RPH PERTH

990 am

NOW ALSO IN DIGITAL

RPH SHEPPARTON

100.1 fm

RPH SYDNEY

**1224 am
& 100.5 fm**

NOW ALSO IN DIGITAL

RPH WAGGA WAGGA

89.5 fm

RPH WARRAGUL

93.5 fm

RPH WARRNAMBOOL

94.5 fm

For more information see www.rph.org.au



Australian Government
Department of Communications



Supporting RPH Services Nationally