

**The printed word,  
delivered to your ears.**



# Australia's radio reading network.



## WHO WE ARE

We broadcast newspapers, magazines, books and more, live on air.

Our listeners are those who rely on the heard word and those who just love listening.

Our style is in-depth yet down to earth, like having an informative friend in the house.

## WHAT WE DO

Let us read you the world.

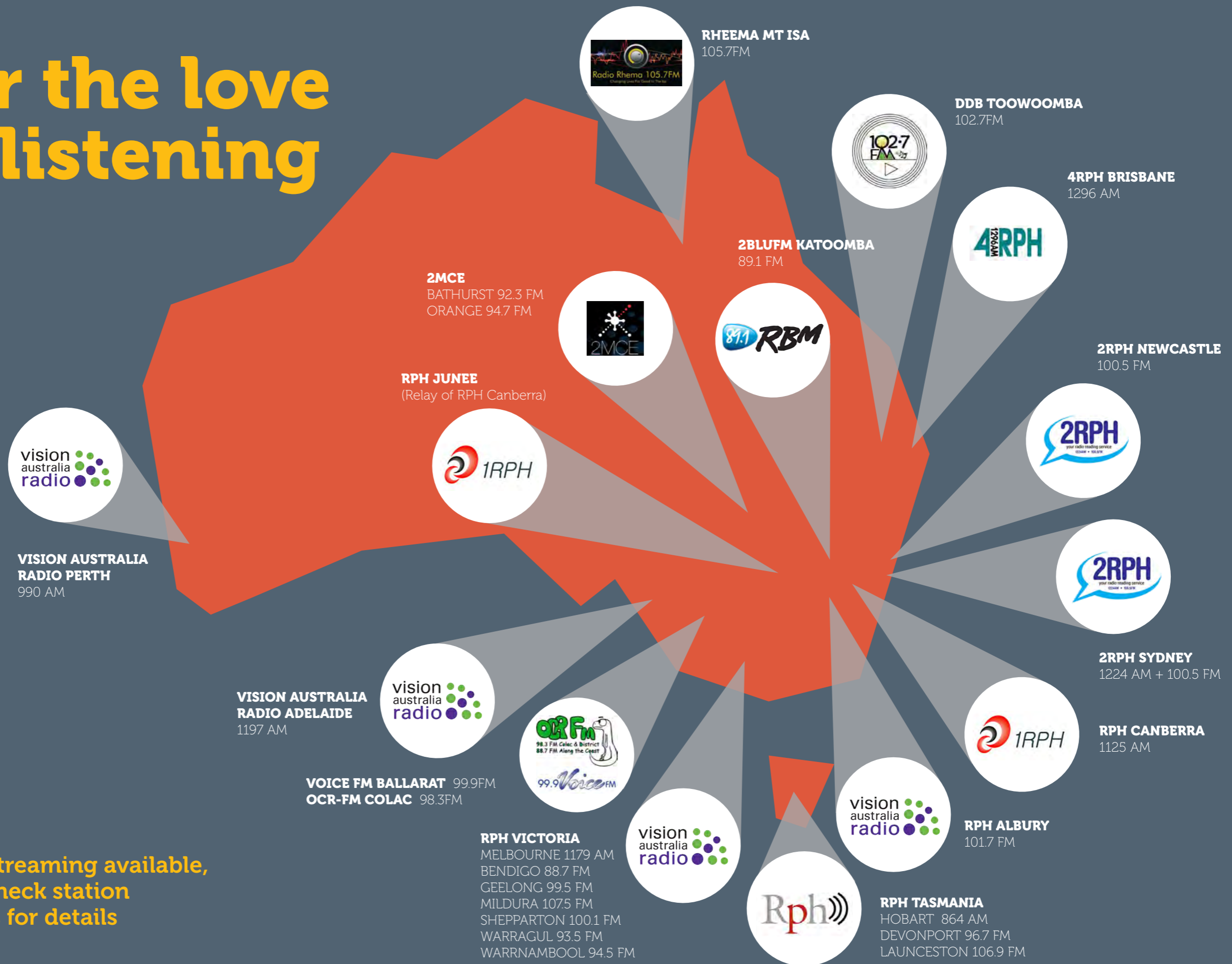
The latest news, current affairs, books, information, history, technology, arts, environment, science, lifestyle and politics, plus entertainment, delivered to your ears daily, live on air.

## We're for everyone!

A not for profit community service everyone can tune in to.

**Our mission** is to create  
a world where ability  
or time to read is not a  
barrier to being involved.

# For the love of listening



Online streaming available,  
please check station  
websites for details

# What's on

AUSTRALIAN  
FINANCIAL REVIEW

Australian Women's  
Weekly

THE BIG  
ISSUE

The  
Economist

theguardian

choice  
CHOICE.COM.AU

The Sydney Morning Herald

SPECTATOR

The  
Courier Mail

New Idea

The  
Daily Telegraph

Koori Mail

TIME

THE  
AUSTRALIAN

Woman's Day

THE AGE

THE VOICE OF TASMANIA  
MERCURY

NewScientist

THE  
Sunday Telegraph

BBC  
Worldwide

THE  
MONTHLY

The Advertiser

NewStatesman

# Fast Facts

**18** RADIO STATIONS



**5**

CLOSE TO  
5 MILLION  
AUSTRALIANS  
HAVE A  
PRINT  
DISABILITY



**1,750**

HOURS OF PROGRAMMING WEEKLY



**1,500**  
VOLUNTEERS



ON THE AIRWAVES SINCE

**1978**

# Who's listening

## Those who read with their ears

People who are blind or vision impaired, people with dyslexia and attention impairment, people with arthritis, muscular dystrophy, cerebral palsy - there are many conditions that limit the ability to read. They do not limit the ability to participate in our Australian community. We reach these people and their families who listen with them.

## Listeners who are learning

Those who speak English and are now learning to read it. New Australians, young Australians, overseas students.

## The eyes-busy

Drivers, parents, students, screen-based and factory workers who have the time to listen, but not the time to read.

## Those who love listening

Those who prefer the warmth and company of the spoken word to the solitude of a newspaper.



## Where do people tune in?

Many listeners tune in at home, along with their friends and families.

We are also on the airwaves in hospitals, taxis, doctor's surgeries, medical centres, retirement homes, universities and public libraries.

MILLION  
AUSTRALIANS  
HAVE A PRINT  
DISABILITY



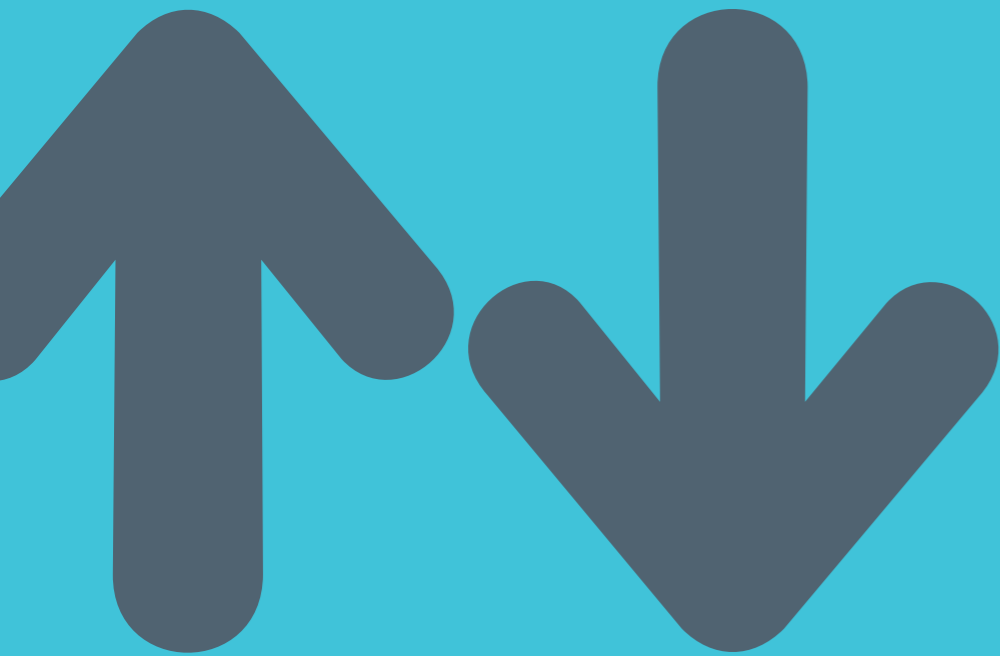
## It's a growing audience

Whether through vision impairment, dyslexia, physical impairment or for other reasons, almost 5 million Australians are estimated to be 'print disabled'.

**That's over 20% of the population.**

And, with people living longer, it's a figure that's only going to get bigger.





# Our elevator pitch



## One floor

RPH is Australia's radio reading network. We deliver newspapers, magazines and books on air to those who see the world through their ears.



## Three floors

Our listeners are those who rely on audio – people with sight and learning impairments, people with dyslexia, people learning to read English, people in hospitals.

They're also those who simply prefer the heard word – busy parents, carers, screen-based workers, drivers, students and factory workers. Those who have the time to listen, but not read.



## The ride to the top

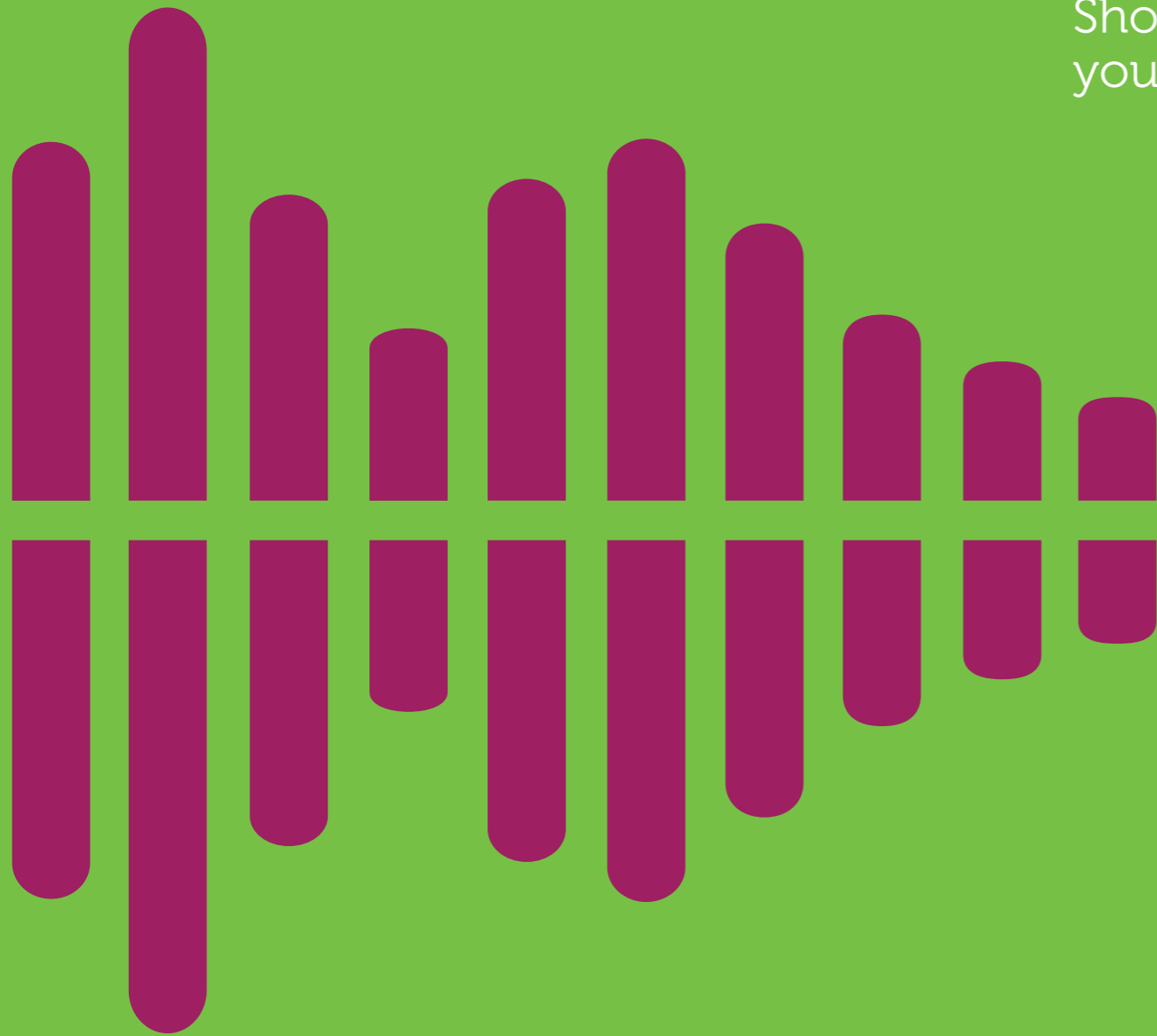
We do this because we believe audio reliance should not be a barrier to participation.

Without us, almost 5 million Australians would be unable to fully participate in Australia's community. By being on air, we help our listeners become part of Australia's social, cultural and economic conversations.

We decrease isolation and increase participation. We're an essential service that makes a positive difference to millions of people's daily lives and to the community as a whole.

# Soundbytes

Short, snappy lines for when you need them.



-  We're Australia's radio reading network: the home of the heard word.
-  Newspapers, books, entertainment. You name it, we read it.
-  Tune in and take a listening tour of the world.
-  For almost 5 million Australians we're an essential service.
-  We decrease isolation and increase participation.
-  With us, over 20% of Australians are enabled to fully participate in the national conversation.
-  We're here for those who rely on audio to read, and those who simply prefer the heard word.
-  Lend us your ears and we'll read you the world.



## How to talk to sponsors & corporate partners

For sponsors and corporate partners we offer a unique audience that they wouldn't ordinarily reach in other media.

So, for them our key message is:

### Reach an audience you wouldn't ordinarily reach.

As a unique station, we offer a direct line to our community – without the clutter that is found in other media.

We're targeted and cost effective. And we offer a social benefit too. By supporting RPH, sponsors can promote their product or service in a way that helps support a service that is good for the world.

## How to talk to grant partners

Our grant partners have a message they need to get through. We have the media to help them get it to the right people.

By partnering with each other we can apply for grants together that we wouldn't otherwise be able to access alone.

So, our key message for grant partners is:

### You provide the content, we'll provide the audience and together we can change the world.

## Who do we partner with?

*Some examples include:*

Departments of Health and Ageing, Ethnic Affairs, Arthritis Associations, Departments of Education, Blind Associations, Cerebral Palsy groups and so on.

# Ready to tune in?

**ACT:**

1RPH Canberra 1125AM

**NSW:**

2RPH Sydney: 1224AM and 100.5FM

**VIC:**

RPH Print Radio Melbourne: 1179AM  
Vision Australia Radio: 990AM

**QLD:**

4RPH Brisbane: 1296AM

**SA:**

Vision Australia Radio Adelaide: 1197AM

**TAS:**

Print Radio Tasmania Hobart: 864AM

**WA:**

Vision Australia Radio Perth: 990AM

