

Radio bite: News you can trust

18 MARCH 2020 | RADIO BITES

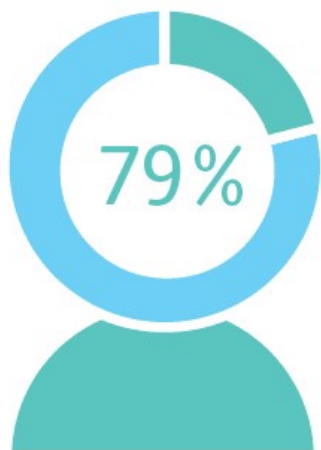


Radio is a powerful and often underutilised platform for advertisers. During these unprecedented times our Radio Bites series will give compelling reasons for brands to continue to be heard on the airwaves and why consumers will be listening.

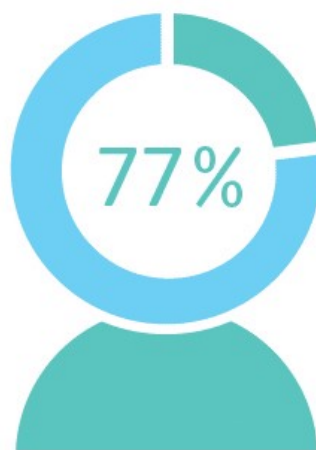
In times of emergency it's important you understand exactly what is going on. We live in a world in which social media provides anyone and everyone with a voice to communicate, which is often a good thing, but it does create the very real issue of fake news.

In the midst of an international crisis it's vital that the updates you follow are clear, direct and most importantly factual. Radio is a trusted source of news. It's proven to be a platform that audiences trust, and is a safe space to find out exactly what's going on in the world, without any of the confusing and contrasting fake news stories and accounts.

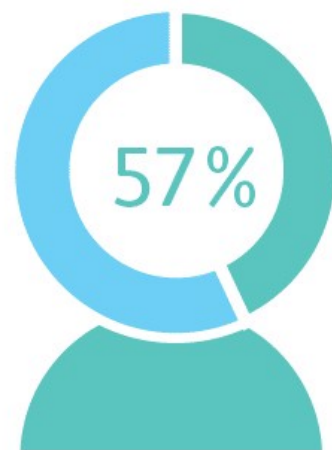
During the coronavirus outbreak radio stations are ensuring audiences hear regular news updates from professional journalists, with experts often put on-air to discuss issues with listeners and ensure that information is clear, concise and factual.



gives helpful,
concises updates on
the news throughout
the day



helps me stay
informed of what's
happening in the
world around me



prompts me to find
out more about
news stories