18 Radio Stations
1,750 hours of programming weekly
1,500 volunteers
1978 on the airwaves since
Close to 5 million Australians have a print disability

A profile
The RPH Radio Reading Network
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
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 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.

“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
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
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
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.

**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.

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**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.

**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.**

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**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.
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

Supporting RPH Services Nationally