



# Tune Into Success

## How to Choose the Right Radio Station for Your CDC-Recognized Diabetes Prevention Program

Whether you purchase ad space on traditional or internet radio stations, choosing the right type of radio station and frequency is key.

In a time of new communication technologies and social media, radio can still be a powerful medium to reach diverse audiences across all levels of income, education, language, and location — including remote locations where internet and technology are not easily accessible, as well as for audiences with lower literacy or limited access to television.

Through radio, you will be able to share how your National Diabetes Prevention Program (National DPP) lifestyle change program positively impacts the health of participants and the community itself. It is an opportunity to inspire listeners to take the [prediabetes risk test](#) and learn more about the support they will receive from your program. This tip sheet will provide suggestions for choosing the best radio station and frequency to align with your health center goals.

### Choosing a Radio Station and Frequency

1. To select the best radio station and frequency, it is important to first know your available budget. Check with your health center management to determine a media budget and research [radio advertising costs](#). That will also directly determine the frequency of the promotion.
2. Determine your audience demographics to help you select the appropriate radio station. Radio stations usually have reports to share on the following audience factors:
  - Audience demographics: listener needs, age, interests, cultural backgrounds, and language
  - Audience loyalty and engagement: listener statistics
  - Audience location: specific regions or geographical areas

#### Research radio advertising costs.

Prices may vary by location and can range from \$200 to \$5000 per week depending on the ad length, size of listening audience, and sound effects.



**Pro Tip:**  
The time of day will also influence your costs, with rush-hour ads costing considerably more.

3. Find a radio station that matches your audience and program goals by considering the following questions:

- Is the radio station involved in the target community by participating in events, fundraising, health fairs, etc.?
- Does the radio station have the capacity to translate messages to multiple languages? Often, organizations want messages in multiple languages to reach their intended audience but lack the capacity to translate internally.
- Does the station offer one-time advertisements or radio series for segments?
- Does the radio station have a steady distribution of listeners throughout the day? What are the best days and times when they have the most listeners tuning in? This will help you determine how often your messages need to be promoted.
- Does the radio station have the level of reach you want? If you are focusing on a specific region and target audience, but have a limited budget, maybe a local radio station is best for you. If you want national reach to larger audiences, then a bigger radio station network will have more listeners, but it will also require a higher budget.

**Check this Resource Out!**  
To find local/national radio stations, you can start by using the [radio locator tool](#).

4. Reach out to the identified radio station and schedule a meeting. It is important to address these factors directly with each radio station and not make any assumptions. Be sure to clarify if they already have programming centered around prediabetes, diabetes, and/or other related health topics and ask for specific statistics to show their success with listener engagement.

**Radio has the unique ability to reach large numbers of individuals but at the same time, connect listeners to local community resources. As you begin spreading awareness and crafting key messages about the National DPP lifestyle change program, consider these tips when trying to choose the right radio station to reach your program participants!**

