



To: Vision-impairment-related charities in Great Britain

Promoting Yourself on Infosound

How to help us to tell blind and partially-sighted people about events you run and services you provide.

Infosound is a registered charity and professional producer of impartial news and information, in audio, specifically for blind and partially-sighted people in Great Britain.

We are a very small organisation, but the information we produce is heard, or our web site is visited, well over two thousand times every day. And we would like to tell vision-impaired listeners about what you offer those who live with sight loss, be that nationally, regionally or locally. But we need your help to make sure we can do that efficiently.

There are two ways we can let vision-impaired people know about what you do:

1. For regular events and services.

If you run a regular event – maybe every week, fortnight or month – or you provide a regular support service (whatever that may be), please email us the details so we can publicise it. From the information you give us, we will write a script and voice it in our studio. We are not asking you to write the script for us – note form is fine – but because we produce everything in spoken, rather than written, English, we often need more details than would be put on a poster, for example. So please tell us:

- Who the service or event is for (registered or not, blind, partially-sighted, young, not-so-young; do participants need a certain fitness level, previous experience or knowledge?)
- Who is running the service or event (professionals, commercial concerns; mentioning their levels of expertise and experience is often helpful in explaining an event or service)
- Where, when, how often, any costs involved?
- Access, refreshments, toilets, transport arrangements, is one-to-one guiding available, facilities for guide dogs, sighted companions welcome?
- Is any information made available beforehand? If so, in what formats?
- Where can people phone and/or email for further details?

2. For one-off events and services.

If you are putting on a one-off event – even if it's not the first or the last time you are providing this particular event or service – it would be really helpful to us if you could give us a call and record a short message about it for listeners to hear on Infosound. It is just like recording any answer machine message, but you can make as many mistakes and record as many re-takes as you like because we always edit all the messages that come into us before anyone hears them; we also technically-enhance the audio so it sounds clear to the listener. If at all possible, for reasons of technical quality, please try to use a landline phone rather than a mobile and try to keep background noises to a minimum.

The great thing about you recording the message is that:

- (a) it is in your own words, so it is described in the way you want to talk about your event,
- (b) we can turn it around so much more quickly than if we have to write a script from printed material supplied and then voice it ourselves.

To record a message, call **03000 111 555** and then select option **5**.

If you have any questions about recording a message or sending us information to promote what you are doing, please email us at **info@infosound.org.uk**. Thank you.

To find out more about the kind of information we produce, visit **www.infosound.org.uk**.