



# **GETTING YOUR MESSAGE HEARD: A GUIDE TO WORKING WITH BROADCAST**



# GETTING YOUR MESSAGE HEARD

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**Broadcast media is changing – fast. While traditional TV and radio still hold influence, the rise of podcasts, streaming platforms, social-first video, and challenger news brands means the definition of ‘broadcast’ is broader than ever before. At the same time, shifting consumer habits, declining trust in some media outlets, and increasing demand for authenticity are reshaping how people engage with news – and what they expect from it.**

For organisations trying to get their message heard, this presents both challenge and opportunity. Cut-through is harder to achieve, but the potential to reach highly engaged audiences across multiple formats has never been greater.

At WA Communications, we understand the evolving nature of UK broadcast inside out. We work closely with leading editors, producers and presenters across TV, radio and digital formats – and we know what they’re looking for. From pitching stories that land to shaping compelling messaging and briefing spokespeople, we help our clients navigate this fast-changing landscape and get in front of the audiences that matter.

Whether you’re looking to raise profile, shape the debate or respond in a crisis, we can help you make the most of the full broadcast mix.

Our ‘Guide to working with broadcast’ gives an overview of some of the most popular news and current affairs programmes, as well as our advice on how to engage them, but is by no means definitive. To find out more about how we can support you, please get in touch with **Rachel Ford** at [rachelford@wacomms.co.uk](mailto:rachelford@wacomms.co.uk).

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# SETTING THE AGENDA: MORNING NEWS SHOWS

Morning news programmes set the agenda for the day, offering a mix of breaking news, political interviews, human interest stories, and lighter lifestyle content. These shows are influential due to their large, engaged audiences and ability to shape public discourse early in the day.

Outlet	Show	Overview	Insights and advice
<b>BBC one</b>	<b>BBC Breakfast</b> 06:00-09:30 Monday - Sunday	The UK's most watched morning programme, with 1.6 million daily viewers. Presenters include Naga Munchetty, Charlie Stayt, Sally Nugent and Jon Kay.	Early engagement is advisable. Forward Planners hold a weekly meeting on Wednesdays to plan content, although breaking news stories can be pitched on the day before 9:30am.  Saturday's programme tends to be lighter in content, offering opportunities for 'softer' or human stories.
<b>BBC RADIO 4</b>	<b>Today programme</b> 06:00-09:00 Monday - Saturday	One of the UK's most influential radio news shows, featuring political and business interviews.	Producers are looking for experts and senior business leaders able to speak to serious policy updates and breaking news. Interviews can be tough, and spokespeople should be well prepared.

Outlet	Show	Overview	Insights and advice
<b>itv</b>	<b>Good Morning Britain</b> 06:00-09:00 Monday - Friday	ITV's flagship morning news programme, with an audience of 800,000 daily viewers. GMB blends breaking news, political interviews, and lifestyle segments.	The programme thrives on debate and controversy, making it a good fit for bold, opinion-led contributions.  Pitches should be made well in advance, particularly for features, and make the story as visual as possible with b-roll or filming opportunities. Producers also look for campaigns with a human element.
<b>sky news</b>	<b>Sky News Breakfast</b> 06:00-10:00 Monday - Saturday 06:00-08:30 Sunday	A rolling morning news service with live reports, political interviews, and expert analysis. It has a smaller but influential audience and sets the tone for the day's news cycle.	Sky News Breakfast is best suited for breaking news and expert commentary. They will usually require a spokesperson to front a story but are happy to take remote interviews.
<b>LBC</b>	<b>LBC with Nick Ferrari</b> 07:00-10:00 Monday - Thursday	Nick Ferrari's breakfast show combines political, business and policy-driven stories with hard-hitting interviews and listener call-ins.	Nick is a big name at LBC and the programme is centred around him – where possible, reference where Nick has spoken on a specific issue in pitches. Controversial or debate-led pitches work well, and spokespeople should be prepared to respond to questions from Nick and listeners alike.



Channel	Show	Overview	Insights and advice
<b>TIMES RADIO</b>	<b>Times Radio Breakfast</b>  06:00-10:00 Monday - Sunday	Presented by Kate McCann and Stig Abell, with business reporting from Dominic O'Connell, Times Radio's Breakfast show attracts an average of 275,000 listeners each day.	The main two business slots during the week are at 6:40am and 7:50am, when there is usually a guest. Times Radio is actively seeking to include a diverse range of voices and more regional and Scottish stories.
<b>GBNI</b>	<b>GB News Breakfast Show</b>  06:00-09:30 Monday - Friday and Sunday  09:00-10:00 Saturday	GB News Breakfast provides a right-leaning alternative to mainstream morning news, covering politics, business, and cultural issues. The show has a growing audience and focuses on opinion-led debates.	Best suited for spokespeople with strong opinions and clear messaging. Pitches should focus on politically or culturally relevant stories. The show is open to live debates and remote interviews.

# DEBATING THE DAY: CURRENT AFFAIR SHOWS

These programmes offer in-depth analysis of political, economic, and social issues. They are respected for their investigative journalism and authoritative reporting, making them key outlets for thought leadership and policy influence.

Channel	Show	Overview	Insights and advice
<b>BBC one</b>	<b>Sunday with Laura Kuenssberg</b>  09:00-10:00 Sunday	A key political interview programme airing on Sunday mornings, featuring high-profile guests and government representatives.	This programme is ideal for positioning spokespeople in political debates, and producers look for speakers who have already voiced opinions on certain topics  Early engagement is required, as most guests will be booked in by Wednesdays.
<b>BBC one</b>	<b>Question Time</b>  22:40-23:40 Thursdays	A weekly panel programme hosted by Fiona Bruce. The panel respond to questions from the audience with representatives from the governing and main opposition parties, alongside political figures, journalists, commentators, academics and business leaders.	Question Time panels are often decided weeks, if not months, in advance and producers look for business leaders who already have a high profile. Consider including previous broadcast appearances in social media profiles and offering several dates. As the show is hosted in a different location each week, spokespeople should also be prepared to travel. Questions are not provided in advance, so preparation is key.



Channel	Show	Overview	Insights and advice
<b>BBC one</b>	<b>Panorama</b> 20:00 Monday	Panorama is the UK's longest-running investigative current affairs programme, covering hard-hitting social and political issues. Episodes reach millions of viewers and often generate wider national debate.	Ideal for in-depth investigative PR and whistleblower stories, stories must be back up by solid evidence and case studies. The editorial process is extensive, requiring long lead time, so early planning is a must.
<b>BBC TWO</b>	<b>BBC Politics Live</b> 12:15-13:00 Monday - Thursday 11:15-13:00 Wednesday	One of the BBC's flagship politics shows, featuring four panellists debating the top political stories of the day, moderated by Vicki Young.  Wednesday's programme is extended by an hour to accommodate Prime Minister's Questions (PMQs), with panellist reaction following the session.	Like other major BBC political programmes, producers look for panellists who are prominent voices on topical issues. Panellists are booked in weeks or months in advance, although spokespeople pitched as an expert voice on a specific live topic can be booked up to the day before.
<b>BBC TWO</b>	<b>Newsnight</b> 22:30-23:20 Monday - Friday	Newsnight is BBC Two's flagship current affairs programme, providing in-depth analysis of political and global issues. It has a highly engaged and influential audience.	Newsnight specialises in serious policy discussions and investigative stories, and spokespeople should be prepared for rigorous questioning – either in a 1-2-1 format or as part of a panel. Pitches should be timely and news-led, offering opinion on the main issues of the day.

Channel	Show	Overview	Insights and advice
<b>itv</b>	<b>Peston</b> 22:45-23:45 Wednesday	Peston is ITV's leading political programme, featuring interviews with high-profile politicians and business leaders, hosted by Robert Peston.	As with other current affairs shows, Peston books high-profile, prominent voices so pitches should be politically relevant and impactful.
<b>LBC</b>	<b>Cross Question</b> 20:00-21:00 Monday - Wednesday	LBC's major political debate programme, hosted by Iain Dale, where four panellists debate the big political issues of the day.	Audience questions are submitted in advance and either read out by Iain, or listeners can phone in. There is, however, no back and forth with the listeners as there is during some other LBC shows.  Remember: the panel discussion is also filmed and broadcast on LBC's YouTube channel.

# TELLING YOUR STORY: MAGAZINE SHOWS

These programmes blend news, entertainment, and lifestyle features, often featuring celebrity interviews, human-interest stories, and cultural discussions. They are valuable for brand promotions and softer PR campaigns.

Channel	Show	Overview	Insights and advice
<b>itv</b>	<b>Lorraine</b> 09:00-10:00 Monday - Friday	A weekday morning lifestyle and entertainment show hosted by Lorraine Kelly, featuring celebrity interviews and human-interest stories.	Pitches should be light-hearted, inspiring, and celebrity-friendly. The programme is best suited to lifestyle, health and entertainment stories.  From January 2026, Lorraine will be reduced to 30 minutes and air less often in a bid to save money.
<b>itv</b>	<b>This Morning</b> 10:00-12:30 Monday - Friday	A mix of current affairs, lifestyle, and entertainment, This Morning is one of ITV's most popular daytime shows.	Best for consumer-led stories, expert advice, and human-interest pieces, This Morning is often interested in stories related to children and young people. Pitches should be engaging and visually appealing.
<b>BBC one</b>	<b>Morning Live</b> 09:30-10:45 Monday - Friday	Billed as 'conversation, advice and tips to make your day that little bit easier' the BBC's Morning Live programme provides health, financial and consumer advice in a friendly, accessible tone.	Pitches should lead on how viewers are affected by a particular story, event, or new product, and should include case-studies and tips on making their lives easier.

Channel	Show	Overview	Insights and advice
<b>BBC one</b>	<b>The One Show</b> 19:00- 19:30 Monday - Friday	A magazine-style programme that combines light news, entertainment, and human-interest stories. With an average viewership of 3 million, it is one of the most popular early evening shows in the UK.	Pitches should focus on uplifting, visually engaging, and heartwarming stories. The show regularly features celebrity interviews and community-based initiatives and stories should be adaptable to a relaxed, conversational format.
<b>BBC RADIO 4</b>	<b>You &amp; Yours</b> 12:15-13:00 Monday - Friday	You & Yours is BBC Radio 4's daily consumer affairs programme, with a weekly audience of around 3.5 million.	Covering everything from health and travel to technology and social issues, You & Yours focuses on stories impacting everyday lives. Pitches should centre on consumer experiences, trends or case studies and expert guests need to explain complex issues in accessible language.
<b>sky news</b>	<b>Business Live</b> 11:30-12:00 & 16:30-17:00 Monday - Friday	While not strictly a 'magazine' show, Sky News' flagship business slot allows for plenty of discussion with booked guests.	Seeks to book c-suite executives and values 'diverse' guests such as female CFOs. Although a business show, topics shouldn't be overly technical and should appeal to a broad audience.

# BREAKING NEWS: NEWS PROGRAMMES AND BULLETINS

These are the flagship news programmes, delivering concise, high-impact news coverage. While they focus primarily on breaking news, there are opportunities for expert commentary and interviews.

Programme	Overview	Insights and advice
 <b>NEWS</b>	ITV's news reporting includes lunchtime, early evening and its flagship 'News at 10' programmes, offering comprehensive news reporting and analysis throughout the day.	Where appropriate, pitch directly to relevant correspondents rather than the newsdesk. Regional correspondents often report on regional issues with a national lens, so can be a good 'in' to the main programme.
 <b>NEWS</b>	BBC News provides rolling, in-depth coverage of UK and global news on its own dedicated satellite channel. Shorter news programmes run throughout the day on BBC One.	Stories will have the most impact if clips from interviews featured on BBC News during the day are clipped and included in the 6pm or 10pm news bulletins. Aim for any live interviews to take place after 3pm.
 <b>news</b>	A 24-hour news service offering breaking and rolling news on television and online.	Tailor pitches to the programme, as different presenters have different styles – from hard news to more relaxed discussions. Spokespeople available at short notice to react to breaking news stories, either live or down the line, are more likely to be chosen.

Programme	Overview	Insights and advice
 <b>News</b>	Channel 4 News is known for its in-depth investigative journalism and bold reporting. Airing at 7pm and with an audience of around 800,000 per night, it is an important outlet for serious news coverage, particularly on social issues and international affairs.	Channel 4 favours exclusive investigations and strong human-interest angles. They are also known for foreign affairs reporting, so consider pitching stories through this angle (e.g. how global tariffs impact certain industry in the UK)
	Global is the UK's largest commercial radio broadcaster, with the Global's Newsroom bulletins featuring on a range of national and local stations including Heart, Capital and Capital FM.	To maintain local radio licenses, Global is required to provide an 'enhanced local news' serviced, offering an opportunity to land regional stories. As a provider of news bulletins rather than in-depth features, interviews will likely be clipped so land key messages in every response.
	An evening news and opinion show covering politics, business, and cultural issues from a right-leaning perspective.	GB News has a variety of programmes throughout the day, with different presenters and styles. Ensure you are getting in touch with the relevant producer and confirm the format of interview, e.g. 1-2-1 or as part of a panel or debate.

# CORPORATE COMMUNICATIONS

While this guide focuses on navigating the broadcast environment, it's often just one part of a broader communications picture. Whether you're preparing spokespeople, planning integrated campaigns or facing a reputational challenge, having access to the right advice and tools makes all the difference.

The services below outline the wider support WA offers across corporate communications – to find out more get in touch with **Rachel Ford**, Director of Corporate Communication at [rachelford@wacomms.co.uk](mailto:rachelford@wacomms.co.uk).

## CORPORATE POSITIONING & MESSAGING

- Define positions and point of view
- Narrative and key message development
- Develop compelling thought leadership reports and ideas

## MEDIA ENGAGEMENT

- Media handling strategy and advice
- Press releases and news story sell-ins
- Profile opportunities, features and interviews

## INTEGRATED CAMPAIGNS

- Amplify policy work through media engagement
- Social media strategy and content creation

## MEDIA TRAINING

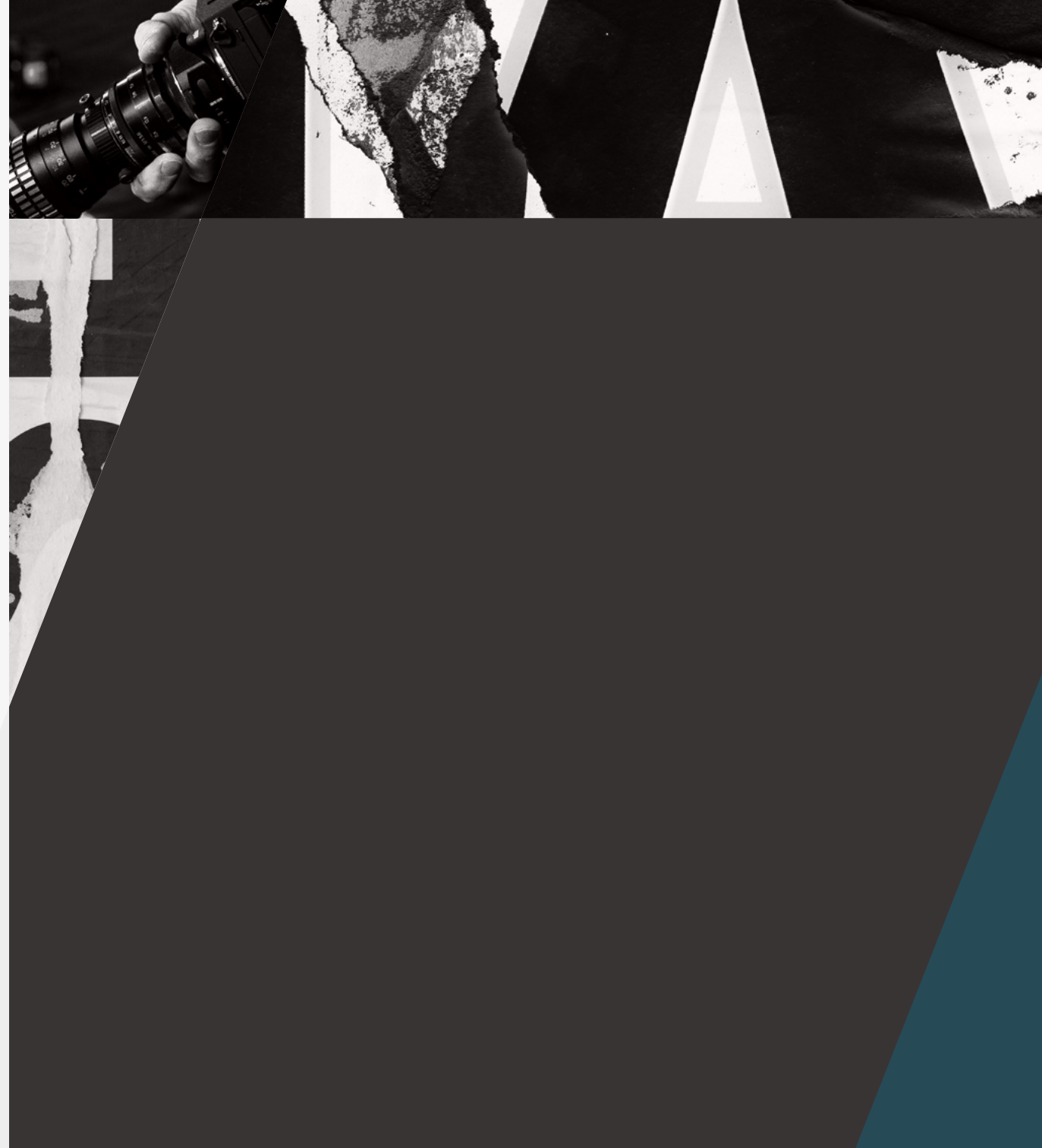
- Bespoke training sessions for groups or individuals
- Refresher courses or targeted training
- 1-2-1 briefing ahead of interviews

## CRISIS COMMUNICATIONS

- Scenario planning, simulations and risk registers
- Communication planning and product drafting
- 24/7 press office and access to experienced, senior counsel

## DIGITAL COMMUNICATIONS

- Social media channel mapping and audits
- Creative and targeted digital campaigns





**WA is a strategic communications consultancy helping organisations achieve policy and reputational outcomes.**

We're integrated in approach, bringing together public affairs, corporate communications, digital, research and creative services.

We're specialists in sectors where government action, media interest and public impact are often interlinked, including energy, education, financial services, healthcare and transport.

Our clients, whether global giants, leading charities or blue-chip brands, come to us for help navigating the complex communications challenges of these multi-stakeholder environments.

We bring about change for clients and communicate their impact in society – from strengthening involvement of patients in their treatment, to helping to secure free school meals funding, to promoting net-zero public transport.

Our success is underpinned by our independence and partnership model – giving us the flexibility to advise, invest and innovate around what clients need.



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