

## INtouch kirklees Speak to... guide



INtouch kirklees is a digital television project which provides local information and services to Kirklees households who subscribe to ntl digital and Sky television. It is like a website which is available through the TV. It is an alternative means of communication for Kirklees residents and is particularly valuable for people who don't have access to a computer. As well as using INtouch to find information, residents can also add their own information, make comments and ask questions. This interactivity is an important part of INtouch. It allows residents to stay at home yet still learn, question and be heard.

### **What is 'Speak to...'?**

Through 'Speak to...' residents can email their questions to a voluntary candidate. The candidate's replies are then displayed on INtouch for all to read. In the past, the candidates have included the Mayor, the Leader of the council, community groups, service providers and even Father Christmas!

### **What is expected of a 'Speak to...' candidate?**

If you wish to be a candidate, we will publish your name and some background information about you. The first thing you will need to do is provide some information about what you do and what kind of questions people can ask you (this should be no more than 180 words in length). We will put this information on INtouch last thing on a Friday afternoon, and you should be available to answer questions from the following Monday. As questions come in, we will forward them to you by email. We need you to send your written answers back as soon as you can. As a basic guide, you could expect to receive up to 10 questions over a two week period.

### **How long do I have to participate?**

It is not a fixed time and we will agree a period with you before your participation starts. Ideally you will need to be available for at least 2 weeks.

### **How long should the written answers to questions be?**

You only need to provide a brief reply, no longer than 180 words. Due to the limitations of TV screen sizes, we cannot show answers longer than this. If you have some more detailed information about the issue that is longer than this, we might want to include it elsewhere within the INtouch site.

## **Your style**

Please answer in your own words, the idea is that things sound natural and not full of jargon or 'organisation/council speak'. Many people who use INtouch are from parts of Kirklees where literacy levels are low. 'Speak to...' is at its best when you can feel the personality of the participant through the answer.

We like to leave 'Speak to...' questions and answers editorially untouched. Please check your spelling and grammar before sending your answers in. We can provide you with a copy of the INtouch plain language guide if you would like some more detailed information about how to write clearly for digital TV.

## **What to do if you would like to be a 'Speak to...' candidate.**

Please contact Diane Sims by emailing [diane.sims@kirklees.gov.uk](mailto:diane.sims@kirklees.gov.uk) or telephone 01484 414823 to find out more information. We can discuss a start and finish date and any other needs you may have. Thank you.