

Radio

Get all three of your message points out in your very first answer.

If you are promoting a particular book, company or cause, don't be afraid to mention it by name.

Don't turn down a talk radio interview just because it doesn't have the prestige of a major newspaper or the glamour of national TV.

Only a coward turns down a talk radio interview because of an allegedly tough host.

There are no tough hosts, only ill prepared guests.

Have your entire message (still three points) written out in front of you on a 3x5 index card.

Look at it throughout the interview.

When given a choice between being interviewed by phone or in studio, try to do the interview in studio.

You will get more time in the studio and it is harder for hosts to be nasty to you if you are sitting three feet away from them and looking them in the eye.

If you are booked on a one-hour talk show, remember the audience changes every 15 minutes, so you must repeat your message constantly.

Talk radio hosts and callers can be brutal and nasty, but deep down they are cowards and will not track you down and attack you.

Callers can be especially nasty, but they can not force you to be nasty or say stupid things.

Don't be afraid of callers.

Don't react to the negative energy of callers.

Don't react to the negative energy of hosts.

Rehearse your radio message by taping yourself in an audio recording. You wouldn't send out a dictated draft of a corporate brochure without spell checking, proofreading, or editing.

Why would you send out a message over the radio without "editing" your message by first rehearsing and taking out what you didn't like during rehearsal?

Always assume a microphone is on and recording. If you are being interviewed by telephone, assume everything is being recorded, even if the reporter/host says he/she's done.

Have your three message points and sound bites written out in front of you during the interview - but don't read them.

If you are a guest on a live radio show, turn your radio off.

The 7-second delay will drive you, the host and the audience crazy otherwise.

If you want to be a good guest on a program, listen to it regularly.

Compliment the producer and host on the show.

Radio – Chapter 7

Let them know you'll be happy to stay longer than the allotted time and that you can come back anytime.

Listen to FM and AM talk radio regularly, whether you like it or not.

During telephone interviews, disable call waiting.

Don't use cordless phones.

Don't use cell phones.

Have the number of the studio handy in case you are cut off.

When in the studio, ask the producer what the best position is for you in relation to the microphone. With some microphones you need to practically touch it with your mouth. Other microphone you need to be 6 inches or even more for optimum results.

If you are suddenly going to shout to make a point on radio, move another 6 inches away from the Mic so you don't blow out everyone's ears.

When getting ready for an in studio radio or TV interview, a producer will often ask you to count to ten for a microphone volume check. Instead say "hi, I'm (your name) and I listen/watch (name of program) every chance I get." First, the whole staff will appreciate your enthusiasm. Second, they might use what you just said as a promo for years to come giving you a publicity windfall.

Keep a large glass or bottle of water next to you throughout the show.

Really, really listen to the talk show host.

Be careful not to smack your lips when starting your answer.

After radio and TV interviews, offer to do promos, i.e., "Hi, I'm (your name) and I watch/listen to (name of program) on (name of station) every day." Even if they don't want/need you to do it, they will appreciate the offer.

Don't ask for audios of a show - nobody wants to do it.

Don't speak too quickly, it's harder for people to understand you since they don't observe your non-verbal forms of communication.

Sarcasm doesn't work very well on radio.

Be careful about popping your "P's" into the microphone.

Close your door.

Put a sign outside your door, "Do not disturb!"

The audience needs to hear a smile in your voice.

Smile when you are on the radio - it will perk up your voice.

Have a mirror nearby so you can see yourself smile during the interview.

To give even more energy to your radio interviews, stand while you are speaking.

The more radio you do, the more TV requests you will receive.

Radio – Chapter 7

If you only listen to National Public Radio (NPR), then start listening to AM talk radio half the time.

If you only listen to AM talk radio, start listening to NPR half the time.

Every time you get in your car, spend at least 5 minutes scanning talk and news radio stations.

If a caller starts trashing you repeatedly and the host doesn't intervene, just start talking in a calm voice. You will drown out the negative message of the caller and yet still appear to be calm.

Don't worry about who might call - you have no control over that.

Call the host by name.

Talk radio provides a unique opportunity for you to bond with an audience and for them to feel they are really getting to know you.

Your goal is to get invited back to the show regularly.

Don't get up to leave the studio until the host or producer tells you you're done.

Build an audio radio resume tape from good moments from your radio show appearances.

Take a blank audiocassette tape with you to the studio. Hand it to the producer and ask for an "air-check." Ask for the tape on the way out. This is the best way to get a copy of the show.

Occasionally, the host might get stuck in traffic and be late to a show. You may ask the producer if you can start the show by being the temporary guest-host.

Some political talk show hosts will be extra polite and sweet to you before the show and during the breaks, but rip into you like you are a monster on the show. That's their "schtick." Don't be afraid to laugh at them or stick your tongue out at them to disarm them.

Never let a host see you shaking.

Don't count on the host to plug your book or web site.

When giving out a web site address or phone number, do it twice slowly.

If you are giving out a phone number, make sure it is a vanity number that spells out a word so that if I hear it once I can remember it.

If you are in studio with a host who is ripping you apart, don't be afraid to sit closer and touch his arm and smile - it will be harder for him to be nasty to you.