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## Booking Your Member on Talk Radio: Why, How & When

### WHY:

Talk Radio is a great medium for Republicans. There are countless shows nationwide with friendly hosts and conservative audiences. It is relatively easy to get your boss on TALK RADIO because producers need to fill thousands of hours every day with guests. Shows want your boss!

### HOW:

The House Republican Conference offers dozens of show openings every week via e-mail. The details of these show openings are e-mailed to House Republican Press Secretaries on a regular basis. All you have to do is respond in a timely fashion if your boss is interested in being on the show. Let us know if your boss has a bill or specific issue we can help promote.

Press secretaries are encouraged to reach out to the producers of shows whether within your district or not. The House Republican Conference can help you identify these shows through media databases and other resources.

### WHEN:

Whenever it fits into your boss's schedule. There are enough good shows for your boss to be on several per week. Most shows only need 5 to 10 minutes. Call Andrea Tantaros at the Conference and she will work with you to find a show to fit your boss's schedule.

### IMPORTANCE:

Most cities have talk radio, where the hosts have significant influence on public opinion. Through the use of this medium, the public can be educated about the positive contributions a Member is making in the community.

Unlike TV, radio interviews can be conducted by telephone, and in general, requests by the stations for guests to be in studio are seldom.

Radio is the best low, or no-cost option for increasing exposure, delivering the GOP message and providing a forum whereby Members can interact with listener's questions and concerns. That opportunity can provide invaluable credibility and support with the public.

Radio is highly targetable. It allows you to customize your geography with a local or statewide focus. Radio allows your message to be in several places at once with interviews in a given region.

The DO's and DO NOT's of Doing Talk Radio  
Courtesy of Congressman Mike Pence

In 1992, Congressman Mike Pence started a career in radio broadcasting and, two years later, Network Indiana syndicated his show statewide. “The Mike Pence Show” aired weekdays on 18 radio stations from 9:00 a.m. until 12:00 noon. Pence also hosted a public affairs television show in Indianapolis from 1995 to 1999 on UPN-23.

### Quick Reference List for Doing Talk Radio

Talk radio is like no other media outlet today. Talk radio can serve as an asset for name recognition and establishment of character. Hearing a person’s voice creates an image within the listener’s mind, therefore creating a standard of the personality. The great tool of radio is the listener gains a sense of trust through hearing a voice rather than seeing a personality on television.

#### THE DO’s:

Compliment the station, the show and the host by name. This is a sure way to make it into a promo or a “station drop” that will be run for weeks after the interview airs; which equals “Free Airtime.”

Keep answers less than one minute (generally 20-30 seconds), acknowledge the host’s knowledge of the topic area. Talk show hosts love nothing more than being flattered or thinking they have a wealth of know in an issue area.

Remember to have staff return all phone calls ASAP. Talk radio is news driven. If your staff doesn’t return calls today, within the hour, you will not make the show. Talk radio almost never does yesterday’s news.

Talk radio hosts and listeners can smell spin a mile away. Answer the question. We must maintain our integrity by answering questions as best as possible and avoid running from a question.

#### THE DO NOT’s:

Try not to be funny. You are the straight man; the host gets the laughs.

TRY TO NEVER call in for interview from a cell phone. Radio is SOUND. The better you sound, the more likely you will be asked back.

NOTE: 98% of talk radio listeners are REGISTERED VOTERS!!!