

Eleven Do's and Don'ts for Getting Free Radio Exposure

By Kimberly Henrie

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Sure fire ways to increase your chances of getting on the air.

1. Become familiar with the program. Listen (if you can) over a period of several days to get a feel for the tone of the show and determine how you would fit in as a guest.
2. Don't call the producer or show host at random to schedule an interview. They are busy and view unsolicited telephone calls as annoyances.
3. Email them. Use a creative, yet accurate title in the Subject line of your email. Be brief and to the point with a link to a website for more information. Make it clear whom should be contacted for more information, and how. Do not call to follow up - see #2.
4. Provide complete information on the website. Do not try to tease and make them call you to get the whole story. They probably won't.
5. Identify "show prep" services (www.fmprep.com , www.tomslake.com are two) Send THEM an email and link to your website. If they like what they see, they'll get the word out to hundreds of radio people in one day, with their perceived recommendation!
6. Remember that RADIO IS ENTERTAINMENT. If you land an interview be prepared to entertain the audience in addition to informing them. Be over-friendly, over-excited, wildly outrageous, flirtatious, funny, morbid, SOMETHING that the audience won't expect. And do it in a big way. You have to overdo in radio for the emotion to get across the airwaves. This is a big disappointment for a show host/producer, a guest who says they will be entertaining, and doesn't deliver.
7. Become a frequent caller to your local radio show. Call in with jokes, funny stories, Christmas shopping ideas, road conditions, whatever. As long as you are witty and entertaining, the show's host will probably keep putting you on the air. If you add something to his/her show, he/she will LOVE you for it and be more likely to let you plug your business on occasion.
8. Become an expert on something that many people want to know about. Ski conditions, gardening, fishing, hunting, soap operas, sunbathing, etc. Then call your local station on a regular basis (like every Wednesday morning) and give reports. You may become a regular character on

the show! (You can do this on several stations and they don't necessarily have to be local)

9. Call when you say you will. You ruin it for yourself and everyone else in the future if you are not reliable. It's amazing how many guests make an appointment for interviews, get pre-interview promotion on the air, and then neglect to call and do the interview. It makes the radio station look bad and it makes interviewees in general look bad.

10. Offer them something to give to their listeners. Include this information on your website. Please make it something that will be exciting enough to give away on the air. A copy of your book about "Relationships" is probably not going to cut it. BUT a copy of your book about relationships AND a pair of heart -covered boxer shorts (or something else unusual) MAY.

11. Create an interview kit. This can be included on your website, emailed to the show's host in advance or sent via mail service after the interview is booked. Include suggested questions, a bio of the interviewee, samples of the product, a list of interesting (and fun!) facts about the interviewee and/or the product, an easy-to-find telephone number or web address to be given to the audience for more information.

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