

Wal-Mart Member Education Kit May 2005

Tips for Calling a Talk Radio Show

1. Dial the station during a commercial break. You might get access to the call screener more quickly this way. If the line is busy, use your phone's redial feature.
2. Expect to wait for a while – up to 30 minutes on the most popular shows.
3. One way to get “to the head of the line” is to offer an answer or an explanation to a previous caller.
4. Turn off the radio just before you are on the air to avoid hearing yourself talk through the delayed broadcast of your words and to avoid feedback.
5. Identify yourself as a public education employee or a union member if you think this lends credence to your remarks. Otherwise, call as an ordinary citizen.
6. Write down your “message” before you call. Keep it simple. Use key phrases. It's easy to get flustered while you're on the air. Don't read from a prepared text – the host won't let you get away with this.
7. If you cite facts, be prepared to provide the source of your information.
8. Be pleasant. Resist anger. Don't fight or call the host or other callers names. Dismiss attacks on your comments with laughter.
9. Remember that the host's job is to entertain the listeners and keep them listening so that the advertisers are happy. The host wants to keep the show interesting and fast-paced. Don't get upset if you feel the host interrupts you or gets argumentative.
10. Understand a few things about talk radio – 80% of talk show hosts are politically conservative and 44% of U.S. voters get their political information from talk radio.