



How To Get Free Publicity Through Talk Radio

By: Tom Peric

Short Description of the Presentation:

Thousands of people are on talk radio every day. Those being interviewed are considered, by their listeners to be experts in their fields. Tom Peric did Talk Radio for over 20 years. He knows what the both the host and producer are looking for. If you will put Tom's tips into action, you too can become the local expert in your field.

- **Definition of Talk Radio**
 - Who listens to Talk Radio?
 - Internet Talk Radio
 - Demographics of Talk Radio
- **What Makes Radio Better than Others Mediums**
 - Free
 - No skill required
 - Done on phone
 - Doesn't matter what we look like
 - Get to advertise yourself
 - Seen as the expert
- **How to Get on Talk Radio**
- **How to Find a Radio Station**
- **Creating a "News Worthy" Idea**
- **Top 20 Talk Radio Topics – Ideas!**
- **Timing Matters: Do's and Don'ts**
- **Keep the Pitch Short (24 seconds) - Practice**
- **Sample Pitch's that Work!**
- **Best Time to Reach the Host or Producer**
- **List of Things To Do**
 - Send confirmation sheet
 - Send list of 5-10 questions to be asked
 - Send background information on self (bio)
 - Should you call them or should they call you?
 - Ask for Studio Number
 - Use a landline (not cell) – better quality
 - Offer something to audience (not money)
 - How much time will you be on the program
 - Keep water nearby
 - Get Local – Listen to shows you want to be on and understand the host's personality
- **Don'ts**
 - Don't ask how large they are
 - Don't use "ums" when you talk
 - Don't allow too much silence
 - Don't keep mentioning your company name
- **Website Listing for Talk Radio Programs**