

ON-THE-AIR: HOSTING YOUR OWN RADIO SHOW

By Michael D. Lee, CSP

I. SHOULD YOU PRODUCE A RADIO SHOW?

A. Who Is Your Audience?

1. What unique message do you have for them?

B. How big is your audience

1. Local show
2. Regional show
3. National show

II. PRODUCING A RADIO SHOW

A. A Lot Of Work Is Required Before You Go On-The-Air

B. Each Show Usually Consists Of:

1. Topic of the day
2. Guest
3. Callers
4. Research
5. Commercials

C. The Cost Of Producing A Radio Show

1. 800 phone telephone number for calls
2. Announcer
3. Music rights

4. Producer
5. Engineer
6. Air-time costs
7. Syndication fee
8. Office costs
9. Telephone
10. Equipment
11. Editing
12. Marketing

D. Cutting Radio Production Costs

1. Do you need a producer?
2. Takes a minimum of 10-20 hours a week
3. Reduce or eliminate producer fee
4. Reduce or eliminate engineer fee

III. PAYING RADIO PRODUCTION COSTS

A. Donations

1. Like public radio stations

B. Producer s Support

1. The program should benefit more than just your ego

C. Advertisers

1. Who would benefit from reaching your audience?

2. What would they pay?
3. Airtime is the hardest sale in the world
4. Charging guests to promote themselves

D. Radio Is A Business

1. It s a tough business

E. Formats

1. Country (2,400 stations):
2. Oldies (2,070 stations):
3. Religious (1,910 stations):
4. News/Talk/Sports (2,000 stations):
5. Rock/Alternative (830 stations):

IV. YOUR VOICE

- A. Not The Same As Speaking
- B. Picture Your Audience As One Person In Their Car
- C. You Don t Need A Radio Voice
- D. Let Your Personality Show Through

V. GETTING STARTED

- A. What Kind Of Program Do You Want To Do?
- B. Do Research On The Internet

C. Read Talkers Magazine (www.Talkers.com)

D. Start Locally

1. Find a local station that reaches your audience
2. Get their demographic data
3. Get their coverage map
4. Look for the time slot that reaches the audience you want

E. Will It Interfere With Your Speaking Business?

F. Do You Have The Background To Produce A Radio Show?

G. How Will You Publicize Your Show

1. The station should commit to promoting your show

H. Decide On The Subject Of Your Shows For The Next Four Weeks

1. Start booking guests for a month out

I. Syndication

ABOUT THE PRESENTER: Michael Lee, CSP, is an expert on diversity who has authored several books on marketing to people from diverse cultures. From 2001-2002 he hosted *Minding Your Business* a one-hour radio program for small business owners on the Talk America Radio Network which was syndicated on 70 stations across America and on the Internet. Prior to this Michael was a Producer for the ABC Television Network for three years and a Producer/Host for a public broadcasting TV station. He is the first Asian American to earn the Certified Speaking Professional designation in the history of the National Speakers Association. Michael can be reached by e-mail at: seminars@netvista.net.