



## Hosting a Radio Show (Revision date 1-13-2013)

In our culture, security has become an obsession. I hear it all the time; “You can’t say that”, or “You can’t do that”, or “Why would you want to take that risk?” Anyone who refuses to test their limits, or is unwilling to move out of his/her comfort zone, is destined to a live inside the envelope.

When I was presented with the opportunity to have our own radio show each week on a conservative talk radio station in Sacramento, I can honestly tell you that my first reaction was “I think I’m going to get sick.” I wanted to live in my comfortable little envelope. I felt safe there. But, the offer was given to ME and my mind was turning trying to figure out who other than ME could do this?

Then, I thought that I could get out of it because we needed sponsors to fund this radio show. Granted, the amount that the station needed to just cover their costs was not very much, but I still hoped that we wouldn’t be able to meet the obligation. Well, we met it.

Now it was decision time. Whenever I face a hard decision (or opportunity that I’m afraid of) that seems “risky” to me, I ask four simple questions:

- What is the best thing that can happen if I do this?
- What is the worst thing that can happen if I do this?
- What is the best thing that can happen if I don’t do this?
- What is the worst thing that can happen if I don’t do this?

By the time I work through those four questions, I usually have been able to assess the risks enough to make a reasoned decision. Then I pray for the strength and ability to do it!

That is how we got our own radio show called “We The People”. One of our members writes songs and he even wrote our theme song. It’s awesome and I am so proud to be part of a team like ours.



Our board members jumped at the opportunity to have a radio show (easy for them – I was the one who would be on the air!) ☺ They went out and got enough sponsors in the first week to cover over six months of sponsorship.

OK, so what next? I wasn't sure but I've listened to Rush enough and watched Hannity diligently so I decided to "copy" them. I began lining up guests to interview from our list of speakers who had come to our group meetings. I had no one who turned me down. Soon, I had individuals contacting me and asking if they could be interviewed.

I went on line and learned about each of my guests and created interview questions that are pertinent to our three core values. I come up with questions and the schedule that we follow and give it to the interviewee two days prior to the interview. I prefer them to come to the studio in person but if they live a ways away, a call in interview is acceptable.

Be sure that you are well prepared for your interview. 99% of the time, we run out of time way too quickly. However, there have been a few who would give me one word answers and we ran out of questions before we ran out of time. Here's where your homework on your interviewee is critical. You should have a list of "extra" questions that pertain to your guest to keep the flow going. You never want to have dead space. My biggest lesson here is, never ask a question that can be answered with a yes or no. Make them give a reason or their answer.

Now our show has been on the air for over a year and a half and the feedback is very encouraging and positive. Sponsors are still plentiful and I have learned to enjoy it. I even look forward to going to the studio now.

I'm grateful for those who believed in me when I didn't believe in myself.

You may have an opportunity that you aren't even aware of. My offer came through one of our members who is a media rep for companies who advertise on radio, television and newspaper. He happened to put in a word on our behalf at one of the stations where his customer advertised and it grew from there.

Find out what local radio stations you have where you too may have your "beginning". Go and meet with the station manager to find out what would be involved in hosting a 30 minute radio show. This gives you tremendous credibility and allows you to reach individuals you couldn't any other way.