

Title:

Every 1000-Watt Station Can Help: A Strategy for Today's Talk Radio Scene

Word Count:

872

Summary:

Fortunately, in radio publicity, quantity works. There are hundreds of radio stations, and bo

Keywords:

talk radio, interviews, books, authors, Bill O' Reilly, Fox News Channel, The O'Reilly Report,

Article Body:

Bill O'Reilly, host of Fox News Channel's The O'Reilly Report, was quoted in Talkers Magazine

^In the beginning, we couldn't get on Good Morning America, or the Today Show or any of that.

There's no doubt that talk radio is a great vehicle for authors, because it allows them to give

But talk radio is not what it used to be.

The hosts of major-market radio talk shows with great audiences used to bring authors into the

The reasons for this are two-fold. First, there are not as many big stations that accept talk

So if you want your book to sell, you now have to pound the pavement and knock on every door.

Fortunately, in radio publicity, quantity works. There are hundreds of radio stations, and bo

A rookie baseball player doesn't throw his first pitch against the New York Yankees. In print

The Plus Side of Small-Station Bookings

It is the same thing with radio. It takes at least 10 radio interviews before most authors ge

Some people seem born to be great communicators but an author's expertise is in the written wo

Typical errors for first time guests include not giving out the Web site address or 1-800 numb

Booking small stations in quantity to get a high number of interviews helps you to get the exp

Booking small stations can be also an adventure. Be prepared to run into some hosts who are u

But if the hosts are not as prepared as they should be, you should still be on your toes. Ven

Sorry; nothing will surely save you from the 1000-watt radio station in Peoria that is being h

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