

JANUARY 2011



Want To Be On Talk Radio?

Here Are The Hot Topics Hosts Are Discussing

Illegal immigration and the BP oil spill may have been hot button topics last year, but talk radio hosts in the U.S. spent far more time on the struggling economy than anything else. The Pew Project for Excellence in Journalism monitored hundreds of hours of talk radio last year and says that the economy took up about 18% of show content. That's about twice as much as the number two topic, the controversial health care reform and its effects. Various stories about the Obama administration came in third place, with 8.3% of talk time. International stories continue to barely register on talk radio, including Iraq, North Korea and Russia (each garnering a paltry one half of one percent of talk time). Afghanistan was just 1.2% of the content. The lesson here is not to swim upstream and think you can talk about what YOU want to talk about; instead, find ways to talk about what THE AUDIENCE wants to talk about (like the economy) to increase your chances of scoring that interview.



Q: Live or Pre-Recorded?

A: If you're ever given the choice of doing a media interview live or taped, always opt for live. Although your instinct might tell you to go for the taped piece so you can have "do-overs" in case of mistakes, resist that temptation. Here are three reasons why:

- 1) Content control: Recently, an Allen Media Strategies client did a pre-recorded appearance on ABC TV's "Good Morning America". While the publicity was fantastic, the final piece that aired edited out one of the key points our client felt was really important, even though the show booker had promised that it would be included.
- 2) Better chance to steer: An pre-taped interview can be easily edited to eliminate references to your website, any product or service you're plugging, etc. That's nearly impossible to do in a live interview setting.
- 3) Less likely to be bumped: Taped packages are often bumped from airing until weeks or months later (and sometimes, not at all). If you're live, you KNOW it's going on the air!

One caveat to the above; if pre-recording is your only option, then try to take it. Remember, this is free publicity...and a chance of it airing is far better than no chance at all.

AMS Client Success Stories

Congratulations to these Allen Media Strategies clients on their big media successes:

- **JC Davies**, whose new book I GOT THE FEVER was featured on National Public Radio and the syndicated Mancow show

- **Homer Hickam's** latest novel THE DINOSAUR HUNTER scored a stellar review in THE WASHINGTON POST

- **Andrew Klavan** for his thriller THE IDENTITY MAN receiving a terrific review in CHRISTIANITY TODAY

- SOUTHERN EXPOSURE documentary filmmakers **Stan Wald** and **Jerry Misner** scoring ink in The Washington Times and appearing in studio on the G. Gordon Liddy show

- **Richard Lustig** from www.winninglottery.com who has racked up appearances on The Today Show Australia, GMA, NPR, Curtis Sliwa in NYC, Sirius/XM and more

- **Jim Lange** from www.retiresecure.com whose Lange Money Hour show can now be heard weekly on Pittsburgh's KQV Radio

Hot Reads

Develop and Maintain Media Relationships

The media has always been a very transient profession; television, radio, print and online folks move around A LOT, and the moves might surprise you. This is another reason for you to continue doing interviews for small market media outlets; you never know when one of those folks is going to move up into a bigger, better position.

Here are a few examples; we've deleted the names to protect their anonymity.

- A local TV reporter we know who worked in the very small Panama City Florida market just last year is now a national correspondent for FOX NEWS CHANNEL
- A print reporter for the New Orleans Times Picayune now hosts a radio talk show in Mississippi
- A producer for left-leaning MSNBC has now crossed over to produce and book one of the top rated shows at conservative FOX NEWS
- One of Burke Allen's former interns at CBS Radio Las Vegas is now a successful on-air host and radio station programmer in Memphis

Keep track of the contacts you make, because when they switch to a new outlet, that can mean fresh opportunities for you.

Quote of the Month: "So much for Objective Journalism. Don't bother to look for it here -- not under any byline of mine; or anyone else I can think of. With the possible exception of things like box scores, race results, and stock market tabulations, there is no such thing as Objective Journalism. The phrase itself is a pompous contradiction in terms". The late Hunter S. Thompson