

CALLING A RADIO STATION

A radio call-in can be used to:

- Deliver a Message
- Set the Record Straight
- Impact Policy/Legislation
- Ask a Guest a Question
- Generate Coverage of an Issue

Tips for calling a radio station:

- **Call in early** – if you think you will want to ask a question or make a comment, start calling when the program first begins. You'll have a better chance of getting on the show.
- Before you get on the air, you'll probably speak to the show's producer who will screen your question. **The more confident and concise you seem**, the more likely you'll be put through. Have a short line ready that quickly tells them what your question theme will be, i.e. "This is Jaime from Keene and I'd like to ask a question about the Bow power plant's impact on downriver communities." You can say more on air, but be short and direct when screened.
- When on air, **keep it concise and direct** – your job is to offer a viewpoint or ask a question and put it back to the host and guests to further debate/discuss. Choose one question or issue and stick to it. If you have short comments to make in addition, be sure the question is the last thing you say so they have to address it.

General format for asking a question/making a comment about an ISSUE:

1. Thank the host for taking your call.

2. State your name and hometown (or, say that you grew up in town X if that's more relevant to the program and topic at hand).

3. State one or two things identifying your organization and/or interest in the issue and your purpose for calling.

4. *Optional.* Make one comment on the story or bring up another perspective on the topic.

5. Ask your question in one sentence. Make the question very pointed so they have to answer.

6. *Optional.* Tell the host you'll take your answer off-air. (If you stay on, be aware that you may be asked a question in response from the host. If you're not prepared, be sure to go off-air.)

