



COACH DQ'S DO'S & DON'T – Starting Your Own Radio Show

Do decide if you are going to have a call in show or not ahead of time.

Don't make the mistake of broadcasting to the wrong demographics. When approaching a radio station /non-internet broadcast, do ask about the make up of their demographics and the frequency of the station signal.

Do an outline and put times next to each topic or segment. Map it out.

Do always have a back up plan/copy in case of emergencies, and if your guest can't make it at the last minute or doesn't call in.

Don't forget to prepare your guest. Do provide enough information, be clear about the topic and the message you both want to make sure you get across and how long the interview will be.

Do limit your "yeses" "I agree's" and "uhhu's" while your guest is speaking. Ask the question and then stop talking.

Do network with other radio show host.

Do learn from your mistakes. You will make them and they will be some of your best learning experiences.

Don't wait until the bumper music stops completely to start talking or welcoming back your listeners and guest to the show.

Don't use music illegally. There are many royalty free websites where you can download a loop or piece of music.

Do warm up your voice before the show. Tounge twisters,

Do notice verbal pollutants, umh, ya knows.

Don't forget to manage your time and don't be afraid to cut off your guest. You're running the show!

Do remember to have! Be yourself.