



**HOW TO**   
**START YOUR**  
**OWN RADIO SHOW!**

## Chapter 2 – Getting Started

There are hours of airtime available in your city right now that radio stations would love to fill. You can actually purchase your show! This is a fact that most of the public does not know. Most



people think everyone who is on the radio is either paid to be there, or is so well-respected in their field, that somebody offered them a radio show. Wrong!

It is amazingly more affordable to purchase an entire half-hour show than to purchase a prime

thirty second advertising slot. A thirty-minute radio program affords the luxury of building a connection with listeners by developing stories, and your office culture. A thirty second ad simply does not allow this same type of connection. Radio stations make money by filling airtime. Many stations have airtime available for you to purchase. You can create a show. The airtime is sitting there right now waiting for you to seize the opportunity.

The type of station you choose for your show has an impact on your results. I have found that the best results for a wellness health care radio show come from either talk radio stations or Christian radio stations. These stations usually have airtime for sale, and are willing to introduce a new show to their listening audience. Be aware that there is a subset of radio stations that are funded only with donations. These stations are not allowed to sell advertisements (NPR is an example of this format.) Many Christian radio stations are licensed by the FCC the same way. It is possible to get your radio show on such stations. However, you will not be allowed to make any sort of offer for your listeners to come into your office. If this is your only option it is better than no radio show, but should not be your first option. I suggest that you first look for a station that has radio ads playing. This is a sign that you will be able to provide an offer during your show.

Begin by doing your homework. Spend time tuning around your radio dial to find stations that appeal to you personally. Spend a few weeks doing this at different times and days of the week. Ask your patients what stations they regularly listen to. Finding out

what stations the people already coming to you like to listen to can be very helpful in making your selection.

Once you have selected a few potential stations, call the advertising manager. Find out if they have airtime available for a half-hour to one-hour radio show about health and wellness. I suggest a weekly show to build listenership. Some stations will offer monthly or bi-weekly shows. Again, this is better than no show at all, but nothing beats the weekly format when it comes to building loyal fans.

Once you find a station with available airtime, schedule a meeting to go over prices and available time slots. Prices can range greatly. Smaller stations often have less-expensive rates and a loyal audience. Do not base your decision solely on the size of the station. Remember, you will be able to build an audience by promoting your show inside your office. In fact this can serve as a negotiating tool when talking to stations about rates. You have the potential to introduce their station to an entirely new audience!

Your show's ideal time slot should be one day per week Monday through Saturday, between 7 am and 5 pm. Listenership is

typically lower on Sundays, so this should be your last choice. The best spots are Saturday late mornings and weekdays during the afternoon drive time. People are more likely to pick up the phone and call into the office during these times. On Saturday, many families are in the car running errands. Weekday times can be good when parents are in the car with their children after school or workers are driving home (often with a health complaint from a day filled with stress).

You should negotiate the price of production time required for your show. Your own time should be used in developing your programming, not in learning the technical ins and outs of a radio program. You will need a radio producer for the show, and stations generally have a producer or two for you to use.

You have two options for producing your radio show. You can do a live show, or a pre-recorded show. There are benefits to both options. With a pre-recorded show you can typically go to the station and record your show with a producer at a convenient time. This can be done days or even weeks before the show airs. This option will help to maintain flexibility while creating a weekly radio

program. I attempt to make the pre-recorded shows sound as though they are live, to create more excitement and buzz.

Live “call-in” shows create an entirely different dynamic with your audience. However, I suggest that unless you are extremely quick-witted and a fast thinker, do not immediately start with call-in shows. Hold off on the live show until you are comfortable with being live on the air and thinking on your feet. However, call-in shows, when done properly, make for great radio. More callers mean less preparation time for your program. Once you have cut your teeth as a radio host, then I suggest you start taking live calls on your show. I personally prefer a mix of live shows and pre-recorded shows.

You should contact your local phone company and purchase a call-in number that is easily memorized. Today, most people listen to radio from a car. When they call, it is often from a cell phone. You want a number that is easy to remember, so that people can easily call to take advantage of your offer. A call-in number that spells something will help people remember you.