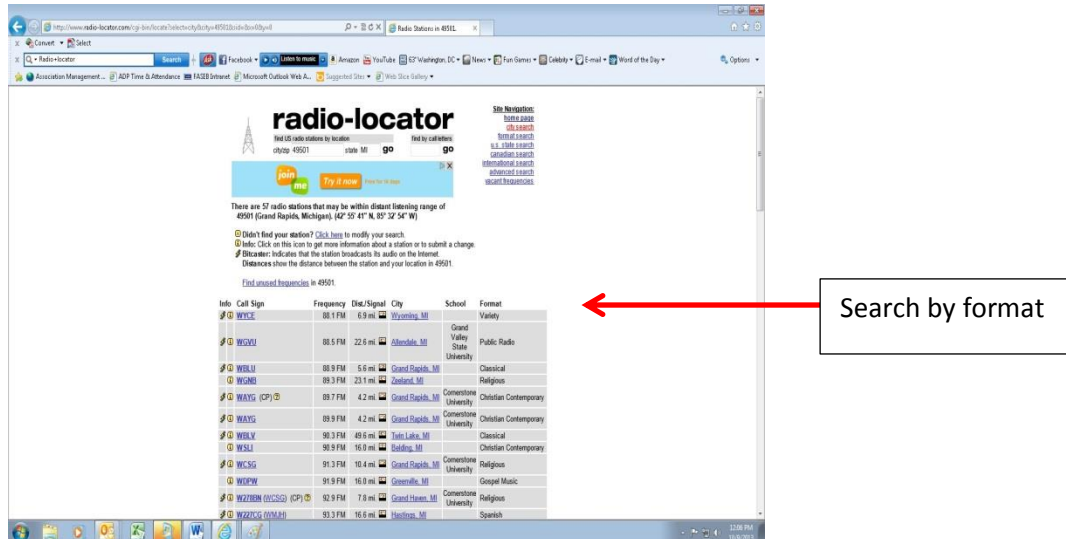


## How To Call-In To A Talk Radio Show

1. IDENTIFY the local call-in show that you want to participate in. You can use the following resources to locate a specific radio program:

[RadioLocator.Com](http://RadioLocator.Com) – enter your zip code to search for your local station(s) by city or their call letters. **HINT:** if you search by zip code you will get a list of stations by format. Look for “News/Talk” stations.




The screenshot shows the RadioLocator.Com website with search results for zip code 49501. A table lists various radio stations with columns for Call Sign, Frequency, Dist./Signal, City, School, and Format. A red arrow points to the 'Format' column, with a text box labeled 'Search by format' next to it.

Call Sign	Frequency	Dist./Signal	City	School	Format
WYCK	88.1 FM	6.9 mi	Wyoming, MI	Grand Valley State University	Variety
WGVU	88.5 FM	22.6 mi	Albion, MI	Grand Valley State University	Public Radio
WDLI	88.9 FM	5.6 mi	Grand Rapids, MI	Grand Valley State University	Classical
WGAN	89.3 FM	23.1 mi	Oshtemo, MI	Grand Valley State University	Classical
WATG (CP)	89.7 FM	4.2 mi	Grand Rapids, MI	Cometstone University	Christian Contemporary
WATS	89.9 FM	4.2 mi	Grand Rapids, MI	Cometstone University	Christian Contemporary
WBLV	90.3 FM	49.6 mi	Twin Lake, MI	Cometstone University	Classical
WLSJ	90.9 FM	16.9 mi	Salida, MI	Cometstone University	Christian Contemporary
WCSG	91.3 FM	10.4 mi	Grand Rapids, MI	Cometstone University	Religion
WXPW	91.9 FM	16.8 mi	Leesville, MI	Cometstone University	Gospel Music
WZZM (WZZM-CP)	92.9 FM	7.8 mi	Grand Haven, MI	Cometstone University	Religion
WZZM (FM)	93.3 FM	16.6 mi	Holland, MI	Cometstone University	Spanish

[StreamingRadioGuide.Com](http://StreamingRadioGuide.Com) – searchable by state. State listings return lists of stations by format. Look for “News/Talk” stations.

[iHeartRadio.com](http://iHeartRadio.com) – list of talk radio stations searchable by city and state.



The screenshot shows the iHeartRadio.com website with search results for 'News & Talk' stations. A red arrow points to the location filter dropdown menu, with a text box labeled 'Search by city/state' next to it.

2. LISTEN to the show for a few days to get the feel of the show, the content discussed, and the types of callers who are featured on the program.
3. LOCATE the telephone number of the call-in show. Verify that it is the correct line for listeners to contact if they want to talk on air.
4. DETERMINE what you want to say. Develop a main point and identify 2 or 3 statements to support your main message.

## Ten Tips for Participating In Call-In Radio Shows

1. **Call Local Shows.** You'll probably have more luck calling local shows. This is where you can have the most influence because you can explain why funding for research is important to your community and how local citizens benefit from NIH, NSF, etc.
2. **Prepare Your Comments.** Write down two or three quick talking points you can refer to during the call. Speak naturally and don't read your talking points verbatim.
3. **Call Early.** Popular shows have more callers than they can handle. If you don't get in early, you probably won't get in at all. If you get a busy signal, call again. Try calling during a commercial break and be prepared to wait - up to 30 minutes on the most popular shows.
4. **Be a Resource for the Host.** One way to get on the air more quickly is to volunteer an answer to a question asked by a previous caller or offer to explain a topic raised by another caller.
5. **Convince the Call Screener.** Before you get on the air, you'll have to prove your comments fit the program and that you have something interesting to say. You may be asked for your name, location, phone number, and call topic. The screener will be in a hurry, so keep it short and to-the-point. When you get through, be prepared to give the call screener a quick one-sentence summary of what you will say. By being relaxed, clear, and to-the-point, you will increase your chances of getting on air.
6. **Make Your Point Quickly & Briefly.** If you're lucky enough to get on the air, don't waste time fawning over the host or telling a long story. Say what you have to say clearly and directly. Make your point, hit it hard, say what you want to say, and stop. Let the host pick it up from there.
7. **Hold Your Ground.** If the host interrupts, firmly and politely say, "May I please finish my point?" If the host tries to take you off-point, becomes aggressive, or insults you, stay calm and restate your point. Rude behavior by the host means you've hit a nerve.
8. **Be Calm and Polite.** You won't impress anyone by attacking the host. Don't try to "win" an argument. Your goal is to air your opinion for listeners or ask a provocative question. Sound upbeat and excited to be on the program, and be yourself!
9. **Turn Off Your Radio.** Turn the sound off on your radio when it is your turn to talk (or as soon as you get in the question cue). Leaving your radio on will cause interference with the broadcast and the audience won't be able to hear you.
10. **Don't Use A Speakerphone.** Speaker phones do not provide producers with broadcast quality sound and should be avoided at all costs. If you sound weak and distant, you stand the chance of losing the interest of your audience and upsetting the host. Your best bet is to use a "hands-free" telephone headset.

Adapted from <http://www.buckeyefirearms.org/Call-Talk-Radio> and <http://www.rightwingnews.com/john-hawkins/ten-tips-for-how-to-talk-on-the-radio/>

## Talking Points on Local Impact of Research Funding

**MAIN POINT:** “Cutting federal research funding hurts the citizens of [*city or state*].”

### **SUPPORTING STATEMENTS:**

#### **1. Federal Research Dollars Improve Health Locally**

- a. Give a specific example of research (or a clinical trial) that is taking place in your town/city
- b. Link the research to a disease that is easily recognizable or especially relevant locally

Suggested Resources: [FASEB NIH State Factsheets](#) and [District Factsheets](#) and [ClinicalTrials.gov](#) (still available during the shutdown but information may not be updated)

#### **2. Federal Research Dollars Benefit the Local Economy**

- a. Provide examples of (or statistics about) the number of local jobs supported by local research
- b. Discuss the number of biotech companies in your city/town, etc. Use names of companies that are easily recognizable because of their local presence

Suggested Resource: [FASEB Value of Federally Funded Research Factsheet](#)

#### **3. Federal Research Dollars Foster Local Innovation**

- a. Talk about the number of patents granted to local companies, the number of local start-up companies founded, innovations invented locally that have commercial applications, etc

Suggested Resources: [FASEB NIH State Factsheets](#) and [District Factsheets](#)

**Use your own expertise/experience!**