

PCNY LOOKS AT THE RADIO DIAL

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WCBS-AM - Emiliano Limon, Producer

Good afternoon, everyone. You gotta excuse me for being the new kid in town, I've been trying to figure out this place for the past six months now. Not easy, especially when you have subway fires messing up your commute every so often.

When I've spoken to PR people before, especially in Los Angeles, basically from a talk perspective, I've done talk radio for 10 years there and I've only done news radio here for six months, and there are some similarities and there are some differences so I'll try to speak on both and see if they can help you or not.

For talk radio, basically, the hosts want to have some connection with which ever person that you're booking. I remember when producing the different shows over there that I would talk to a PR person and I would always ask them, "Let me talk to your guest, let me talk to your author, let me talk to whomever it is you're pitching to me," because I want to hear someone's conversation. I want to hear someone who can talk to me as if we're sitting across a table, not talk to me as if we're doing a Today Show interview in snippets and sound bites. Because it just doesn't seem that drawing. I can't tell you how many times I've booked someone, actually, there was a producer there who would just book people at will and then all these authors would either sound – they would be knowledgeable, but they just wouldn't sound that excited about what they were talking about because it just didn't seem that they were talking to you, they were talking at you. So that's one aspect from the talk side in terms of booking guests.

One of the things that we also did over there at KFI was that hosts would always say, "Give me this person live, give me that person live," and usually they would have this roster of guests that they would like because they knew they got along with them. But say they wanted someone live and on the air in half an hour or whatever, and what we'd find out is that when you put someone in a position where you have seven minutes to talk live about a particular issue, whether it's a book or about chocolates or new relationship advice or a new diet or whatever, it just didn't sound as good. So what we were doing back then was actually taping the interviews for about 20 minutes or so and then from that pick out the best seven minutes so that that particular segment would sound much better than this live fumbling around trying to find something interesting to say type of interview.

Now, doing news radio, and then again, I produce and write the news over there at WCBS, one of the things that I was thinking about in terms of getting some of your clients on or whatever, is to be aware of what breaking news is going on. What I mean by that is, the news cycle – let me ask, how many of you have ever been to a news station or a news center? Alright, so you know what goes on, it's pretty hectic especially when there's a breaking news story and there's a cycle that tends to happen. Everybody rushes to it, they make calls and they try to find information, but then there's that period where they're looking for

angles, experts and things of that nature. If there's a way, and I think there's a way on the internet where you can be informed what's going on, like this story just broke about an hour ago or whatever, then you could get in touch with the news director or whoever you're friends with at the station, and say, "Hey, I have someone who can talk about this," or "I have someone who is an expert in relation to this story." Because a lot of times I used to get these same pitches like about two or three days after the fact, not within the first two or three hours when that expert/angle starts becoming the news story.

And then there's also the features, they're always looking for something to focus on for about a minute or so to whatever the issue of the day is. I was talking to a gentleman over here about, "Who would be the gatekeeper?" and I believe the best person for that at the news radio station would be the news director because he is basically seeing over what's going on in the news that day. But if you develop a rapport with a producer or a writer or whomever it is that's in these news radio stations they too can say, "Hey, I know someone that can talk about this, I know of an expert that I can have access to that I can talk to for a couple of minutes, cut it up and put it on the air."

That's basically it, all I have to say. Any questions just let me know.

If you go to our website there are certain features that run like food shows, electronic shows, electronic features, there's health and living feature that's coming up in the next few weeks so you can email your ideas there. I don't have a list in front of me, just look at the website and you can just send it around or you can just call and talk to them.

Thanks.