



HOW TO MAKE TALK RADIO WORK FOR YOU

More and more Americans are getting their news and views from talk radio. While talk radio is generally more hostile to our issues than mainstream media, there is still an opportunity for civil libertarians to exploit it.

As a Caller:

- Call early and, if the line's busy, keep trying.
- Write down quick talking points before going on the air.
- Give the screener a clear, one-sentence pitch.
- Once on, be energetic and get right to the point. Don't get flustered.
- Use bridges to deflect questions. Respond to a left-field question with, "That's a good point, but what's really crucial here is..."
- Again, do not get flustered.