



This fact sheet was prepared to assist you in making your guest appearance on “**The Watering Hole – *Conversions with Cops***” a rewarding experience. The program is set up in two phases. Imagine the first half hour as just two partners talking in the black and white. In the second half hour we’ve parked the car and on a slow night are joined by two other officers and the conversation continues.

It is important for us to have a good time. By being relaxed and ourselves we convey sincerity; and, will most likely impart unique, entertaining and educational information to our listeners. We also want to maximize the impact of your appearance. That leads us to the purpose of this fact sheet – maximizing the content and your impact through preparation. There are four sections: **Preparing the Host for your Interview; Promoting your Interview; During your Interview; and, Post Interview.**

Preparing the Host

1. Arrange a short chat on the telephone a few days before the program. Let’s get used to each other.
2. Send a list of questions or bullet points you would like to cover in the program.
3. If you are listed, check your biographical information on www.police-writers.com and/or www.military-writers.com. If the information is incorrect or needs to updated let us know a week before the program.
4. Send a list of books, websites and/or events you want “plugged” during the program. Keep a copy of the list for yourself. Near the end, the host will ask you. Make sure any websites you refer to are updated.
5. Decide how much contact information you want released.
6. Let the host how you want to be introduced and referred to during the program.
7. Feel free to send a copy of your book. If it arrives a two weeks before the program, the host will have read it.

Promoting your Interview

What we will do:

1. Promote the program on the Blogtalk website a month in advance.
2. Send a notification to our newsletter subscribers, a week before your program. The subscriber base is near 5K.



Radio Program Guest Information

3. Send a press release regarding your interview on the program via our network of blogs and websites.
4. Send a Myspace bulletin about your interview 48 hours before.
5. Promote your interview during the preceding program.

What you can do:

1. Contact your publisher and have them promote the program.
2. Contact your local paper. Even your small community newspapers have an impact.
3. Contact any professional organizations of which you are a member and ask them to promote the program. Think of your FOP, etc.
4. Promote the program on your website and/or blog.
5. Promote the program in any “in-house” newsletter or publication where you work.
6. Although you may not have a newsletter, you have an email list – send an email to your friends, family and co-workers. Tell them about the program and, most importantly, ask them to forward the email. - some say you are only six or seven people away from just about everyone – you never know who you can reach by asking for help.
7. Indirectly promote yourself. By promoting www.police-writers.com and/or www.military-writers.com; or the radio program, you are promoting yourself. Look through the scheduled programs. Recommend one to your friend, family, colleagues, etc.
8. Recommend a colleague be a second half hour guest.
9. Let us know of your efforts so that we can work together.
10. In any message you send, tell people they can call in during your interview and interact with you “live on the air.”
11. People can listen live or to the archived show at <http://www.blogtalkradio.com/LawEnforcement>



During your Interview

Things to do before:

1. Set up the room you are interviewing from for no interruptions. If you are calling from home, make sure your family knows. Consider hanging an “on the air” sign on the door.
2. Have a glass of water.
3. If you are using a cordless, make sure the charge is full.
4. Turn off call waiting.
5. Turn off your cell phone.
6. Go before we leave (parents will understand).
7. Have a single piece of paper with a half dozen points you want to emphasize. Emphasizing a few important points is much better than providing too much information.
8. Expect obvious questions from the host – “tell us about your career” “how did you get involved in law enforcement” “why did you write this book”

Things to do during:

1. You will receive a call-in number a few days before the program. Call in at 2100 hours. Expect to hear music at the beginning and then the host on the telephone line beginning 2100 hours. When you hear music on your telephone your “mike” is live. After the program introduction and your introduction the host will ask you a question. You interview beings.
2. Refer to your book by name. Instead of “in my book I explore...” “In my book, Leadership: Texas Hold ‘em Style, I explore.....” Refer to your website by exact URL. Instead of, “on my website,.....” say “at www.pokerleadership.com,....”
3. Try and emphasize points with stories. People want to be entertained first, educated second.
4. While the program is tagged for adult audiences only, minimize the use of profanity, etc.



Radio Program Guest Information

5. At the half-hour mark the host will introduce a short break and music will begin to play. If you are a second half-hour guest, you should call in just before the half-hour mark. When you hear music on the telephone and/or the host and primary guest speaking, your mike is live. After introducing you, the host will ask you a question. Your participation begins.
6. At about minute 55, expect the host to wrap the program up and ask if you have any thing you would like to promote.

Post Interview

1. Your interview will be archived on the Blogtalk website and will be available via iTunes as a download.
 - A. Send an email containing a hyperlink to the interview.
 - B. Incorporate the interview on your website.
 - C. Upload the interview to your social networking site, like Myspace.
 - D. You can cut portions out and use them as voice over on your website, etc.
 - E. Forward the hyperlink to your local radio station – they may replay it in total, or ask you to be a guest.