

Talk Radio Can Be an Environmentalist's Friend

Environmentalists can embrace talk radio to further environmental protection, education and action! Conservatives are not the only people who can use this strategy.

Talk radio shows that employ a more moderate perspective in issues discussion, respect their guests with a pleasant demeanor and regard the callers in a professional manner really do exist. Iowa Public Radio has several call-in programs that address our issues. Also several community radio stations broadcast in local areas across the state.

Environmentalists can challenge positions taken by other callers or guests on the program and promote environmental concepts and positions.

- It is a good idea to listen to the show before you make a call. You will then have an idea of the kinds of issues that are presented, the kinds of callers and positions they usually take and how the host will treat a caller.
- Prior to making the call, be prepared on the topic so that you can speak confidently when you are on the air. If it helps you, prepare an outline or some notes prior to making the call. While on the air, you will need to express your thoughts quickly and concisely. Don't exaggerate and NEVER lie.
- The first person you will probably talk to upon making the call will probably be an assistant to the show. You will need to give your name, the city where you live and a description of your topic. Expect to be put on hold until the show's host can take the call.
- If you get a busy signal, don't give up. Try again. Also, try to dial in a few minutes before the program begins to better ensure that you get to speak on-air.
- Turn your radio volume down before you speak to avoid feedback.
- Speak in normal tones. Try not to speak too fast. If the host tries to provoke you, answer the question professionally; do not get defensive or combative.