

Here's How **YOU** Can ...

BREAK THE BROADCAST BOOKING BARRIER

Rick Jakle, CSP
presents for...



NOTES

IDEAS



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JAKLE & JAMES

COMMUNICATIONS
9N874 Koshare Circle • Elgin, IL • 60123
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OBJECTIVE: To give the program participant the skills necessary to help them get booked and re-booked as guests on radio and television talk shows.

THE THREE P'S OF SPEAKING SUCCESS!!

You're either P _____,
P _____ or you are
P _____.

1. One of the most important things you will hear today is: *IF YOU DON'T* _____ *YOUR OWN* _____ *SOMEONE ELSE WILL USE IT AS A* _____.
2. Radio and TV Talk show _____ are often called guest coordinators, but whatever they're called they are the gate keepers. They are the folks that you have to _____!
3. Whatever materials you include in your press kit must be audience driven and should relate to the audience the talk show reaches. Do your homework on the show.
4. Eileen Roth is proof that you don't need a _____ to get booked on talk shows like the Today Show and Oprah, but you DO need credentials and you do need a unique _____.
5. To get booked on talk shows it is critically important that you _____!
6. Virtually every producer interviewed said that _____ was extremely important. Don't give up.
7. There are three ways to get your message to producers: Contact them yourself, use a _____ or advertise in publications which reach them.
8. To get a producer's attention . . . to get noticed:
YOU GOTTA HAVE A GIMMICK!



NOTES

9. A third way to contact producers utilizes a passive approach. It is accomplished by running _____ in publications which are distributed to producers and programmers.

10. _____ says her best source for talk show bookings is the Radio and TV Interview Report.

11. Producer's pet peeves . . . the things which will keep you from getting booked or asked back include long, boring _____, ill _____ guests and guests who _____ their products too aggressively.

TOP PRODUCERS SAY:

Always send a list of sample questions to the host of the program well in advance of your appearance!

12. To get re-booked on a talk show . . . just _____!
You don't get if you don't _____!

13. Ask your talk show host for a recording of your appearance. Use that dub to help leverage yourself into other talk show bookings around the country.

14. If you want to syndicate a radio program call Chris J. Witting at Creative Broadcast, 847-583-9000.

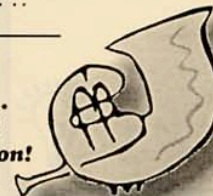
IDEAS



*If today's program captured your imagination . . .
If you'd like to be a guest on one or more talk shows
I urge you to set goals and get started right away!*

And always remember . . .

**If You Don't Blow
Your Own Horn . . .
Someone Else Will
Use It As A Spittoon!**



Information That Will Help You . . .

BREAK THE BROADCAST BOOKING BARRIER

Presented by Rick Jakle/Jakle & James Communications

Publications circulated to talk show producers and hosts in which you can run ads:

Creative Broadcast, published monthly
Success Journal Corporation, 2516 Waukegan Road, Suite 301, Glenview, Illinois 60025
Contact: Chris J. Witting, 847-583-9000

Radio-TV Interview Report, published three times per month
Bradley Communications Corp., 135 East Plumstead Avenue, Lansdowne, Pa 19050
Contact: Steve Hall, 610-259-1070

Yearbook of Experts, Authorities & Spokespersons, published annually
Broadcast Interview Source, 2233 Wisconsin Avenue, NW, Washington, DC 20007
Contact: Mitchell P. Davis, 202-334904

Database Sources:

Joe Sabah
2512 South University Blvd., #808, Denver, CO 80210
303-722-7200

Database of 750 Radio Talk Shows Who Interview Guest By Telephone
Comes complete with 21 chapter book, *How To Get On Radio Talk Shows All Across America Without Leaving Your Home Or Office*

\$99 Note: Has Exhibit Booth At Convention

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Radio-TV Interview Report, published three times per month
Bradley Communications Corp., 135 East Plumstead Avenue, Lansdowne, Pa 19050
Contact: Steve Hall, 610-259-1070

Publicity Blitz Database has 19,574 names of media contacts including 4,145 Radio/TV/Cable contacts. Single copy, \$295; One-year subscription with quarterly updates \$445. Comes with publications: Bradley's Guide to the Top National TV Shows and Bradley's guide to Major Book Reviewers.

Note: Has Exhibit Booth At Convention

Yearbook of Experts, Authorities & Spokespersons, published annually
Broadcast Interview Source, 2233 Wisconsin Avenue, NW, Washington, DC 20007
Contact: Mitchell P. Davis, 202-334904

Interesting package billed as "Ten NewsMaker Tools" including three media directors on disk including print, radio and TV talk shows and web news sites, The Printed Yearbook, Yearbook Online web site, RealAudio feature, portable web site banner ads, web search submission, news release service, DaybookNews.com interactive web calendar, Radio Tour from your office and FaxBook where you can instantly send faxes or emails to select list of more than 12,000 journalists. Looks like first eight are included in fee and last two offer discounted rates. NewsMaker tools without directory ad listing \$395.

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Media Directories:

Broadcasting and Cable Yearbook
R.R. Bowker, New Providence, NJ \$179.00

Getting On The Air and Into Print: A Citizen's Guide To Chicago Area Media
Thom Clark et. al., 7th edition, Community Media Workshop at Columbia College,
Chicago, Illinois

Gale Directory of Publications and Broadcast Media
Gale Research, Detroit, Michigan \$395.00

*Plunkett's Entertainment & Media Industry Almanac: The Complete Guide to
America's Publishing, Broadcasting & Entertainment Business*
Plunkett Research, \$149.99

Burrelle's Media Directory: Radio & Television & Cable
Burrelle's Information Services, \$250.00

Cable & Station Coverage Atlas
Warren Publishing, Inc, \$375.00

National Radio Guide: The Official Guide To The Radio Stations Of Your Choice
Steven N. Wood, \$5.95

Person To Call If You'd Like To Syndicate A Program:

Chris J. Witting, 847-583-9000
He has been a program director, producer and talent for stations like WCBS in New York, WBZ in Boston, KDKA in Pittsburgh and WBBM in Chicago and currently has a syndicated program on more than 200 radio stations. He advises syndicators, authors and experts on media issues. You'll note above that Witting publishes *Creative Broadcast*.

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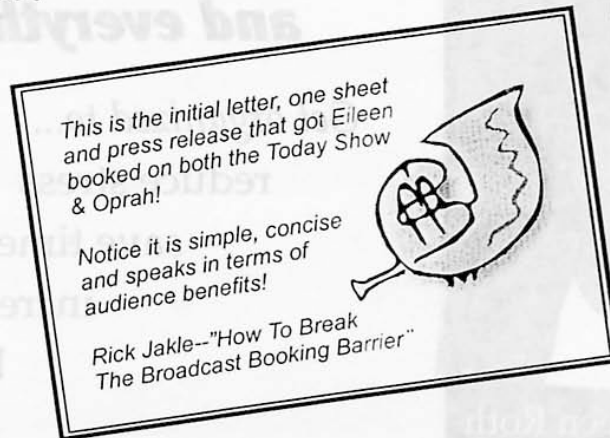
Everything in its Place[®]

Organizing Services

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Wheeling, IL 60090-5745
Tel: (847) 541-8585
Fax: (847) 541-3767
Eileen.Roth@astd.noli.com

Mr. Mitch Walker
Assignment Editor
Cable News Network CNN
435 N. Michigan Ave.
Chicago, IL 60611

Dear Mr. Walker:



Enclosed is a press release regarding National Clean Off Your Desk Day which occurs on Monday, January 10, 1994, this year. It is a national holiday designated in Chase's Annual Events book as the second Monday in January.

Every year people make New Year's resolutions to clean off their desk, but they do not know what to keep on their desktop and where to put each of the various items. The enclosed press release gives six helpful principles that I designed for clearing the desktop so that only the necessities remain and a workspace is defined.

Organizing the desktop can help efficiency and productivity, but it primarily preserves the stress level so people can work at their best and feel in control. If you look around your office, you will probably find someone struggling with the telephone because the cord is in their way as they try to take notes while on a call. Little helpful hints like moving the telephone to the opposite of your preferred side can save minutes that add up to hours or days by the end of a year.

I have also enclosed an article that was published in the Chicago Tribune last year from an interview with me. If I can be of any further assistance on National Clean Off Your Desk Day, please call me at (847) 541-8585.

Sincerely,

Eileen Roth

Member of:





Eileen Roth

Professional organizer Eileen Roth presents the principles of organization in an informative and personable style. Choose from high-content keynotes, seminars, workshops, or individual hands-on consultations.

Ms. Roth developed her organizational expertise during a 15-year career in office management and association administration. Organizations that have benefited from her programs include: associations, corporations, educational institutions and recreational facilities.

A place for everything, and everything in its place

Get organized to...

reduce stress

save time and money

increase productivity

boost self-confidence

Time is LIFE.

Save time, enjoy life - Get organized!

Organization is not inherited, it is LEARNED.

Professional organizer Eileen Roth helps people gain more control in their professional and personal lives. After learning the organizing principles, people acquire a renewed sense of confidence to get organized and achieve their goals.

Ms. Roth's organizing techniques are simple and practical. They can easily be implemented, resulting in immediate increases in productivity and efficiency.

Each program focuses on a specific organizational topic. Choose one program or the entire organizing series for maximum performance.

(see reverse side)

Appeared on

**NBC's Today Show
The Oprah Winfrey Show
Chicago's Channel 5 News
WGN Radio**

Featured in

**Chicago Tribune
Daily Herald**

Organizing Topics

***Paper Management Time Planning
Desk Organization Timewasters***

To find a place for everything, ask for Eileen Roth at:



Everything in its Place®

924 Weeping Willow Drive
Wheeling, IL 60090-5745

Tel: (847) 541-8585
Fax: (847) 541-3767

e-mail: Eileen.Roth@astd.noli.com



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FOR IMMEDIATE RELEASE

**CONTACT: Eileen Roth
(847) 541-8585**

National Clean Off Your Desk Day is January 10, 1994

Did you make a New Year's Resolution to clean off your desk and it's still covered with papers and unopened mail? Are you spending hours searching for documents and becoming frustrated looking for them? Make a new resolution: Monday, January 10, 1994, National Clean Off Your Desk Day, will be the beginning of a new organizational habit for me – cleaning off my desk every night before I go home.

Eileen Roth, a professional organizer and owner of Everything in its Place® in Wheeling, IL, has these six principles to help you get started:

1. Keep the center of the desk clean for a work area at all times.

Move all other items around the perimeter of the desk.

2. If something isn't used on a daily basis, or at least every other day, it doesn't belong on your desktop.

For example, you do not need your tape dispenser on your desk all the time.

3. Remove all items that might be distracting.

Pictures and trinkets remind you of other things/people and distract you from concentrating on your work. This includes taking the mail box off your desk!

-more-

4. Keep like items with like items.

Place similar items together – i.e., establish a phone center by placing the telephone, answering machine, and message pad all next to each other.

5. Place items that are used by your “preferred hand” on that side.

Right-handers use their right hand as the preferred hand, left-handers use the left-hand. Therefore the calculator for right-handed people should be on the right side.

Exception: Put the telephone on the opposite side so that the phone cord does not cross over your body and the preferred hand is free to take notes.

6. Always keep your calendar in front of you.

This allows you to see your schedule for the day at all times.

Ms. Roth states, “When you get to the office in the morning and your desk is already cluttered, that causes you added stress. If your desk is neat and clean, you begin working feeling you have more control over your life. So you want to make it a habit to clean off your desk every night before you go home – Find a place for everything, and put everything in its place”

Eileen Roth, a member of the National Association of Professional Organizers (NAPO), and the Professional Speakers of Illinois, provides seminars, consultations or actual hands-on organizing for clients ranging from entrepreneurs to corporations. She is available to answer questions at: Everything in its Place®, Wheeling IL, (847) 541-8585.

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