

A Broadcasting BullsEye Every Time!

Scott Cluthe's On Air-Pro Guide



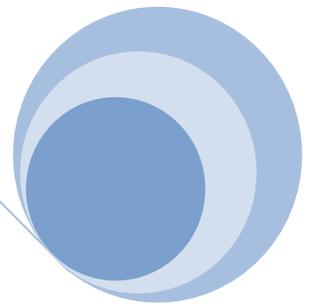
HOST YOUR OWN RADIO SHOW!

Your Broadcast Coach Training GuideBook™

By Scott Cluthe

Principals and Procedures for Broadcasting Excellence

Scott Cluthe's On Air-Pro Guide



SESSION ONE

WELCOME TO BROADCASTING!

WHY ARE YOU BROADCASTING?

WHO ARE YOU BROADCASTING TOO?

WHAT ARE YOU BROADCASTING?

SESSION TWO

WHAT RESULT ARE YOU LOOKING FOR?

WHAT IS YOUR COMMITMENT TO BROADCASTING?

BROADCASTING STYLE

SESSION THREE

BROADCASTING SETUP AND SCENE

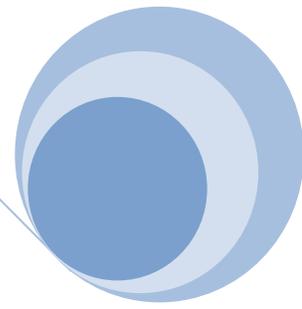
BROADCASTING TEAM OR SOLO?

SESSION FOUR

BROADCASTING PRE-PRODUCTION

BROADCASTING LIVE VS TAPED

Scott Cluthe's On Air-Pro Guide



SESSION FIVE

**BROADCASTING WITH GUESTS
BROADCASTING WITH LIVE CALLERS**

SESSION SIX

BASICS OF EDITING

SESSION SEVEN

**CREATING YOUR BROADCASTING
INTROS –TRANSITIONS AND OUTROS**

SESSION EIGHT

GUEST BOOKING PROTOCOL

SOLICITING GUESTS AND BOOK COPIES FROM AGENTS/PUBLISHERS

PREPARATION FOR MORE THEN ONE GUEST ON AIR

SEGWAYING WITH LIVE GUESTS

Scott Cluthe's On Air-Pro Guide

WELCOME TO BROADCASTING !

You've made the decision, you're going to have a radio show and you can't wait to get started! Congrats, that's a powerful step in your step up to success for your business, message, products, service, etc. Broadcasting, either through the traditional radio model, satellite radio, or the now global Internet dominated model, has proven to be effective, true social media networking, (what everyone is talking about and wanting to be doing).

Yes radio Broadcasting is effective, but most broadcasters aren't! What's the purpose in having a radio program, series, specialty program, live guests, phone callers, (you hope), and a message, if in *fact not only is no one listening, when they do, they don't want to listen again!*

When we listen to great live radio, we may get the mistaken notion that it's easy! Well, after all, it *sounds* easy! Really that's the point. A true radio professional, (*not to be mistaken with someone who happens to be on the radio*), has a high level of experience, knowledge, insight, real time training, and yes of course an intuitive adaptive ability to the field, but all of these traits can be gained, especially with a professional broadcast coach leading you through the process.

That's where our partnership comes in. I promise to focus all of my extensive 25+ years of broadcasting knowledge, insight, training (live and off air), and yes the screw-ups that taught me the most valuable lessons, into our relationship and work together.

When we are listening to your first live radio show as a polished broadcast, you will be amazed at the level of professionalism you will use, and the firm belief that you now have a foundation to stand on that will allow you even more creative freedom in your broadcasting career, (why not?), power in your message, regardless of what the purpose of the radio broadcast is. The ability to trust yourself to handle those inevitable emergencies and freak outs, failed guests and missed connections, major tongue slips and brain drains, that will, and you can bet on this , happen !

Again I say congratulations on taking this bold, creative, smart and very savvy step.

Scott Cluthe's On Air-Pro Guide



WHY ARE YOU BROADCASTING ?

It sounds simple enough. Well Scott, I'm going to do a show about my business, services, products, topic, passion! Of course you are! But consider this.

Is the public *interested* in your business, services, products, topic, passion ? Even the best in any field can make the mistake of assuming that their passion is shared by the public. After all, it's *your* passion! You have to *enroll* the public in your passion much of the time. Sounds like a sales job doesn't it? Exactly!

Ok, Scott, I'm listening now!

I'm not saying that controversial topics, hot products or super subjects aren't interesting, but it's in the presentation that so much of the passion is present or dissipated.

The **WHY** of your broadcast is the cornerstone of everything you do before, during and after your broadcasts. It's what keeps you going when you are scattered, running behind, confused over content or direction, unsure of where it is all headed or insecure that it is making any difference at all!

Starting, keeping up with and continuing to grow as a broadcaster can be a side venture, a glorified hobby, a business marketing platform, a political or social awareness movement and more,

Your **WHY** is the thing that keeps you coming back to focus on doing it with professional excellence every time! Not only some of the time, not when you feel like it, not when you love your guest or topic, but as an on going consistent motivation that underpins all that you do.

Scott Cluthe's On Air-Pro Guide



So get very clear on your WHY. Remember it when you get off track, consider it as the background to your broadcast, that infuses your words, your energy, your passion and it will carry you forward when so many others are only “playing” at broadcasting.

WHO ARE YOU BROADCASTING TOO?

Oh that’s easy Scott, anyone who will listen! Well, yes of course.

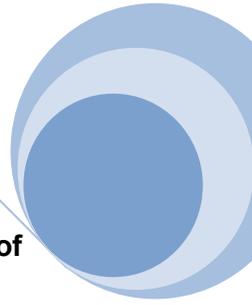
But we want to drill down deeper than that. It helps to understand who is listening to your broadcasting platform. There are a lot of people and companies out there right now that will gladly sell you air time on a station, and believe me they are located all over the USA. Ok, they are happy to “give you air time”, but is that air time worth your investment, but just as important, who’s listening to the station? Now that can be a pretty diverse audience, and one that may not match what your message, product, service, passion matches at all!

It’s not always possible to match what your message is to some perfect broadcasting utopia of course. Especially if you are an author who loves to interview authors and a station that produces local sports on the weekends is eager to have you invest in their weekend openings. Maybe there’s a reason they have openings on the weekend?

Buying air time is easy, selling advertising on that same air time is a lot of work!

Can you check and verify what kind of audience your intended broadcast home has, what about the station’s power, did you know that most AM stations go down considerably in broadcast reach after the sun sets? Many people do not, that just assume a station is always broadcasting at the same levels 24 hours a day.

Scott Cluthe’s On Air-Pro Guide



It's lead to a lot of startup broadcasters discovering that they owe for a lot of weeks of radio that their friends can't even hear a few miles away! Some audience! Some investment! Some trouble when they try to get advertisers or backers behind them for a second round of programs!

The other Who in this section of SCOTT CLUTHE'S On Air-Pro Guide is the WHO of your core audience. Oprah, and Larry King and Rush Limbaugh all have different core audiences. It is their core constituency. What would yours be? Would that core constituency actually be around when you intended to broadcast? In the case of archived programs, like my Positively Incorrect! Shows on Blog Talk Radio, that is not so time sensitive, but it is when you are wanting to reach a LIVE audience and especially looking for LIVE phone callers and interaction!

WHAT ARE YOU BROADCASTING?

It's important to consider just what the purpose is of your radio program or series. Out of understanding your purpose comes the clarity on content. Of course a general talk program, like the one's I host, have a broader purpose, such as “ promoting insights into personal and professional growth that supports listeners in leading a more balanced, happier life and more satisfying relationships through information, sharing views and humor with understanding. ”. That's maybe a little broad for the kind of purpose you have. That's fine. It may be , “My program purpose is to create an awareness and interaction with the public on the great benefits of the seminar I am teaching” or, “My program purpose is to share the value and benefits of my company's products and serves to create more business and clients.”

Scott Cluthe's On Air-Pro Guide

With this in mind, you can then drill down into the content, how you want to deliver it, and also how you want to interact with the audience. Some radio programs are an on-going series, with new information, topics and guests revealed as the show progresses. Some programs are basically stand alone, and are repeatable, with a basic message and agenda, which lends itself to re-broadcast and archiving. Many products or services may actually find that a re-broadcast of an “info-commercial”, a show that is basically a marketing piece, serves their purpose is repeatedly delivering a basic message or story over and over, but wanting to find new ears to hear it. If you are developing a news or topically driven show, then immediacy, impact and content that is timely is probably one of your priorities.

All of these considerations feed into your content. Are you hosting the show individually? Do you have a co-host? Will you focus on guest spots on an on-going basis? Do you want or need to have phone calls and live interaction to make the show “happen”? It can be pretty intimidating talking into a microphone and not having that interaction, and a call in show with calls turns into a slow and many times pointless “chatter box” that leads to tune out of the audience you may have without good show preparation and materials that engages the listeners to “stay tuned and stay with you.”

And, just as important, to come back again to hear more! It’s called building an audience.

Your content may include a theme for that radio show or a series of shows. Listeners also need to be updated on what topic or aspect you’re presenting without repeating all the old ground and having listeners lose interest that are wanting a fresh insight or more content. Yes, it’s a balancing act!

Scott Cluthe’s On Air-Pro Guide



WHAT RESULT ARE YOU LOOKING FOR?

Are you trying to bring listeners to a web site to learn more about your product, services or business? Do you want them to take action on buying your book, enrolling in a seminar “right now” or calling their congresswoman to lodge a protest or support for a political point of view? Do you want to raise awareness about your spiritual beliefs, engage callers in dialog, make ‘em laugh?

The result you are looking for should drive the way your show is structured and will “color” the way you present your program. The energy or level of vocal excitement you infuse the delivery with, as well as the attitude. It should create a “listening room” that has a certain feel or “vibe” that tends to attract people in a like minded frame, or at least will put them in it, as they listen and start to engage with your radio program!

When the casual listener, really most listeners, drop by, it is a very short window you have to “capture” them with your “brand”. That is why it is important to remember to “promote, promote, promote” your program while you are *doing* your program! All radio hosts, without the prompt of a producer, tend to forget this critical element in gaining new listeners and capturing audience. It’s human nature, after al, you know what you are doing, and it’s very easy to assume that someone listening to you has heard the entire program. This is just not the case. That is why radio time is measured in such small segments, 15 minute increments sometimes. A radio audience, especially talk radio, will “turn over” quite a lot just in the course of a 30 minute segment. It takes a special talent and topic and other elements to keep someone glued to their radio for long periods.

Scott Cluthe’s On Air-Pro Guide



WHAT IS YOUR COMMITMENT TO BROADCASTING ?

It's a good question to ask yourself. As with the eternal question for the violinist standing on the corner in New York, "How do you get to Carnegie Hall? "

Practice, practice, practice!

Commitment to broadcasting asks the question: What are my, if any, professional intentions for what I am doing? Even in the context of a business program used for marketing products, there still has to be a commitment to on-going presentation and professionalism in what ever you are broadcasting. There are plenty of people who think they are Radio Broadcasters because they have a show on a station somewhere and the management let's them pay them for the privilege of fooling themselves. It may even produce some results, but what a difference result true broadcasting excellence can make!

BROADCASTING SETUP AND SCENE

It's important to consider the literal "setup" of any broadcasting situation.

Frankly, some radio stations are not exactly the most comfortable places in the world to broadcast from if you're not used to the setup. Of course many times it is just functionality; a news station with high energy, many voices, perhaps multiple headphones and microphones, is designed for the fast pace and people turn over you would imagine. What looks exciting from the outside many in fact be a source of sore backs, twisted muscles and stiff shoulders for staffers who have to be there every day for long stretches. When you add in the "mental" space most radio and broadcasting people occupy, it's easy to see that sometimes "the head is not connected to the body"!

Scott Cluthe's On Air-Pro Guide

BROADCASTING SETUP AND SCENE (CONTINUED)

If you are setting up a home broadcasting location, don't make it hard on our body because it will be enough of a challenge on your mind, wits and heart!

On the other hand, you don't want to become so comfortable you start rolling up in a ball for a nap! Allot of this is also wrapped up in what kind of equipment you are using and how you have it set up. Many of the people reading this will be doing on-line broadcasting. The computer, either lap top or stand alone, becomes central to the setup, and just like in an office, setting and body comfort are important to remember. You may be sitting there for 2 hours or more, not counting show preparation and research. Make it work for you. Especially consider the lighting. Harsh lighting can wear you out, drain your vitality, make it all less then exciting and more like work. Bad lighting, which you may think is cool before hand, may turn out to your enemy when you are trying to read from script, screen or e mail. Yes, much energy is drained away from the body through the eyes!

Are you intending to use a classic radio setup? A microphone or multiple ones for guests? Headphones, mixer, maybe an equalizer, and other gear that feeds either to a station or an internet station via phone lines?

Or are you starting simply with a microphone / headset unit like many professionals and coaches use?

What's critical is the sound quality. A bad signal into the unit will always be a bad or diminished signal on the other end, reducing your magnificent radio show to a strained and hard to listen to non-event. It is so important that you have the physical equipment side handled and handled well far before actually broadcasting. Just because your headset sounds great talking to people on the phone don't assume it is in any way ok for a radio type broadcast where people have much higher expectations and are listening over speakers in their home, office, etc.

Scott Cluthe's On Air-Pro Guide



If you have already decided what you want to use, or have it in house, great. If, not we can look together to see what fits both your platform and your budget for getting started, but getting started the right way !

SETUP AND SCENE PART 2

Just as important as the equipment and broadcast area you are creating, is the actual area, office or space that you are working in. When you have a cluttered, cramped, poorly lit or unsightly space to host your radio program it affects you and guests and visitors on many levels. It can say “professional” or scream “amateur”. Your mental, physical and energetic parts of self are far too important to not have your entire space support you in being focused, inspired and energized at all times.

With that in mind, I am sharing some important elements that any self motivated, entrepreneurial individual needs to consider, work on and do something about to create the well-being you deserve to have.

BROADCASTING SOLO OR WITH A CO-HOST?

This is a bigger decision than it sounds, by remembering that relationships are easy to get into but sometimes not so easy to move on from or dissolve. If you have ever had a partner in business then you already know that it’s a committed relationship just like any other. Believe me, it’s really amazing how fast differences in style, content, attitude and much more comes to the front that was in the background before going on air. We all like to believe that we aren’t that ego driven or focused on an agenda concerning air time, who you interview, who you don’t interview, the topics, and more. It becomes much more real when you are actually doing a program, and the time commitment , guest scheduling and topics you cover or don’t cover comes into play. That is why you really need to consider whether going it alone or having a partner is what you *really* want to do.

Scott Cluthe’s On Air-Pro Guide

YOUR BROADCASTING STYLE

Sounds simple enough, but creating a style that is both authentic and attractive, I mean in the listenable way, is very important for your long range plans for broadcasting. Too many times people want to “mimic” what they think someone else is sounding like. Don’t be a mimic; find your authentic voice and style! If you attempt to “put on” a persona, it almost always sounds forced, unreal and phony. Be yourself! Of course you want to learn to use your voice as an instrument, for emphasis, volume, drama and dynamics. It is radio and regardless of the topic, entertainment. Working with Your Broadcast Coach will give you the professional feedback and training to help you find your authentic voice, tone and kind of self expression that will remain apart of your unique Brand in the airwaves.

BROADCASTING PRE-PRODUCTION

Pre-production is the major key to a great live show. Your pre-production might be simple or complex, depending on the nature of the show: content, guest, or guests, and topic. Pre-production makes being on the air smoother, simpler, more creative and certainly much less pressure filled. Pre-production includes elements like: have you read the book or materials of your guest, or are you looking at a book cover and deciding you know what the content is? It always amazes me how many times over the years I’ve heard just the following from my guests: “Scott, that was the best interview I’ve even done!” I’ve done a lot of interviews and I can tell, you actually read my book! “ Yes I read the book! That doesn’t mean you have to read every word, I’d be lying to you if I said I did. Many times I do because, well, they have written a great book!

Scott Cluthe’s On Air-Pro Guide

BROADCASTING PRE-PRODUCTION (CONTINUED)

When you take the time to absorb the guests mind set, point of view, ideas or story provides so much inspiration when you are actually on the air, it creates a well spring of questions and conversation so that you never find yourself in the embarrassing and unprofessional situation of not knowing what to say! Just as bad, repeating yourself because you are “covering up” or “making time” to fill it! A reputation takes a long time to build, but only a short time to dissolve. Agents talk to their book authors, book authors talk to each other and if you’ve taken the time to develop relationships with agents, authors and publicists why would you undercut all of your reputation in a few sloppy minutes by not being as professional about what you are doing as you want your guests to be? Credibility is along term goal, and will give you the chance to interview people that otherwise would not be on the air with you. Publicist, authors and agents can be very choosey when it comes to placing guest on shows of host that are new or are not major outlets for media.

Broadcast pre-production also includes laying out materials, or checking the internet sites of guests for up to date information on their latest work, aspects of their work you weren’t aware of, and so much more. Many times I find so much worthwhile content that a whole different show could be created out of it!

Scott Cluthe’s On Air-Pro Guide

BROADCASTING LIVE VS TAPE



While most broadcasters are interested in a live program, there can be merits and reasons for pre-taping your show.

Your program doesn't lend itself to live phone calls.

You're not interested in the dynamics of a live show, such as interview or changing topics. You know what you want to say, and basically you want to deliver that message and that message alone. Many businesses that have a single message to deliver, and want to repeat it only, would choose this kind of format.

Your guest can only be available at a set time that doesn't coincide with your live program. In this way you can capture an important guest or topic, and then broadcast it during your live time slot.

You are basically doing a series of "lectures" or "classes" and want to make sure you deliver the core curriculum as is, without the distraction of live guests, calls or going off topic. This does of course run the risk of "draining" the vibrancy and urgency of personality from a production, so broadcast coaching can make the critical difference in assuring that you stay tuned up, turned on and tuned in!

BASIC OF EDITING

I will be working with you of this important skill, especially for the first time broadcaster. There are free software programs that are great for getting you started on becoming an editing whiz in a very short time. Having YOUR BROADCAST COACH working directly with you will make sure you're happy with what you create!

Scott Cluthe's On Air-Pro Guide

BROADCASTING WITH LIVE CALLERS

Certainly one of the greatest challenges and rewards of live broadcasting is having the general public call into your program live. It's the life blood of talk radio and a critical part of any radio broadcast that is interactive and wants or even needs callers to make the magic of broadcasting happen. There are many pitfalls that can cause you to lose control of your show, lose your audience or even lose your guest if you aren't paying attention. One of the first things I would suggest you remember, especially if you have no way of "pre-screening" callers, is the fact that you don't know the attitude, emotions or even the veracity of any caller. Too many people only get their kicks by trying to screw up other people's passions. I suppose because they are unhappy, unfulfilled or just plain mean people. Broadcasting can bring out the worst of them. That is why it is so important to listen intently when callers come on the air, to in fact see if your "spider sense" goes off, that maybe your caller is less than sincere or maybe even not rational. It's surprising sometimes how what sounds like a typical caller can suddenly start rambling off into bizarre tangents, rants or just 'crazy talk'. You then get the job of disconnecting them from the show with some semblance of grace while recovering in real time, without blurting out "crazy talk" yourself. Or losing *your* cool, which also means you just lost control of the show. It also falls on you to "steer" good callers who go talk crazy back to the topic or guest of that program. When you have a particularly popular guest on, (you will have great guests, right?), you have to "tap down" the sometimes "gush machines" that will get on and blather away on a guest without actually saying anything. A radio talk show host is much like a debate coach, babysitter, referee, drill sergeant and best friend all rolled into one. With a few more personas that apply also!

Scott Cluthe's On Air-Pro Guide

CREATING YOUR BROADCASTING INTROS ,TRANSITIONS & OUTROS

The real work of this chapter is the one on one work we will do together because of your smart choice to work with The Broadcast Coach! Our work together to create these “templates” will help you in many ways that it is hard to consider until you are on the air, and then actually hear your own programs.

One of the axioms that I hold true about broadcasting a radio program is the most important parts of the show are the beginning and the end! Obviously your content in between is the meat of the matter, but people are programmed to hear things a certain way. When you are smart enough to give the audience content in a form they recognize you have a much better chance of capturing their attention, and keeping it. It's the place to answer the “Who, What, Why and When of listeners to intrigue them to stay with you, call in and come back again! By creating top notch Introductions, Transitions, (to commercial breaks, etc.) and Outros at the end of you program you solidify your program as a professional endeavor. That alone creates much credibility and awareness in your audience. Because you have professional, consistent openings, transitions and end pieces, listeners get to now your show, your brand and your talent. It makes it much easier for them to come back again, and to stop and listen as a fan or dedicated listener when they recognize radio they liked in the first place! Jim Rome certainly does a great job of that with his sports talk show, love him or hate him. As do many professionals.

Scott Cluthe's On Air-Pro Guide

GUEST BOOKING PROTOCOL

If you intend to have guests on your program, your timing and approach are critical to having the quality and consistency that can make your radio show rise above others that are competing for the same audience and guests. It is also a key component of pre-production, which is so very crucial to creating a sense of direction and consistency to your programming routine, show content and audience interest.

There are a number of avenues to discover great guests that can be the main content of your program or an added voice to the content that is your main focus.

Radio- TV Interview Report, a free service, is a great place to start. www.rtir.com

This service delivers bi-monthly magazines and on line information for a world of possible guests.

You'll find many unknown guest, new authors and some times some pretty well known guests and authors listed there. It includes a basic ½ page or full page of information on the topic of the guest, usually the book or products that they are promoting in conjunction with the interview and complete contact information. Many times it is an agent or booker for the guest who you contact first. It's important that you present a professional and friendly personality when you contact anyone of course, but especially critical when interacting with the media. If you are just starting out, you have no track record. If your show is just starting out, it has no track record. While guest are listed for interviews on their books or topics in the RTIR magazine and on line, that doesn't necessarily mean that getting them on is a breeze. It's always amusing when I run across guest who have a strong marketing piece and then find out they only have limited time to actually to do the interviews to promote themselves!

Scott Cluthe's On Air-Pro Guide

With many busy professionals who have written a book, that can be the case, so don't crack open RTIR or go on line assuming the guest you want is a) available in a timely manner B) Will make time to be on the air with you. This can cause you some panic if you make these assumptions with the intention of having them on next week! A good rule of thumb is to book guests at least 2 weeks out, and to verify them the day before with the agent or with the guest themselves. There is an art to getting peoples private cell phones or e mails many times to get this accomplished.

You also want to make sure that you contact the guest at least one hour before the show directly, if possible. It is a golden rule that the one guest you didn't call is the one who had the day, time, call-in number, etc., wrong! The egg on your face assuming that your guest is ready and calling will be greatly reduced by making sure you do your pre-production! I don't know about you, but interviewing my self is not a very exciting radio show! Again, the rule in live radio is: don't worry; what you think could happen will happen!

Agents come in many different packages. Some are very high end, only deal with a few major clients, and are very picky about where and when their clients will appear and with whom. Sometimes that's just the way it is, and you will have to resign yourself to the fact that your reputation and work is what will speak for you in those cases. In other words, it will take time, intention and excellent professional work to create a mutual relationship of reliability and accountability with them to get inside their booking circle.

Scott Cluthe's On Air-Pro Guide



Other agents are hustling to get their clients on as many shows as possible, and will readily agree to book with you. In other words, some agents are paid for campaigns, a limited time window to book a guest on as many shows as possible, some are contracted to only place guest on top shelf media, and some are paid by the booking, so the more they book, the more they make!

Regardless, they are all professionals and your interaction and responsiveness is critical, because just as in any relationship, people remember how it went and they don't forget! Do what you say, ask for what you want and be ready to be flexible and understanding of schedule changes, date changes and any number of instances of it going differently than what you expected. I am fortunate to have developed solid relationships with a number of excellent professionals from many years of broadcasting and doing great radio, so I have a much easier time booking those top end clients due to the feedback of guests over the years.

Book publishers usually have an in house marketing division. It can be one person or a number of people depending on the size. This is even more important than the individual agent, as a book publisher working in the field of your interest is the life blood of review copies, direct contact with authors and guests, and long term delivery of books they feel are of interest to you and many times one that may not but they are promoting to as wide afield as possible with a new book title or authors launch.

You'll need to do your research to discover the contact information to the marketing and or publicity division and start your introduction there.

Scott Cluthe's On Air-Pro Guide



While coaching and pre-production can do much to prepare you for your own broadcast and radio programs, as with most things in Life, most of the learning is in the doing. It is a very exciting thing when you fully feel empowered to deliver a solid, listenable program week after week, (or day after day if you really have a lot to share!). With the current clutter of media, sound bites, social media, every kind of delivery device and way of hearing or seeing content, it still comes down to a very basic truth that will never change, Over the long haul, beyond the social fizz of 15 minutes of fame, Content is King. Your passion for your message, service or topic is important. Just as important is remembering every time that the audience is your target, and they want to and need to have a reason to come back again, share your show with their network and become a fan. Content is so important, not just an good idea that you decide to talk about on your show.

If that means sharing your program with guests from an aligned field, or even the same one, then do it! Their wisdom and insight adds to your credibility and content, and increases your network at the same time. Remember that it may take awhile to build up an audience, but that's what long term players are committed to. My audience on Blog Talk Radio is now being listened to too four times more people then just 6 months ago. The quality of the program, it's value to the listeners and your great professional delivery will find it's audience.

Your will become better over time, you will become more professional over time and your program will increase in value in many ways over time. When others drop their "idea" of having a radio talk show, you will know you are creating a unique and powerful platform that will lead you to new personal growth and tangible rewards. Welcome to Broadcasting!

Scott Cluthe, Your Broadcast Coach

ABOUT SCOTT CLUTHE, YOUR BROADCAST COACH



Scott Cluthe has been involved in radio broadcasting since the late 1970's. Starting in public broadcasting with KPFT FM 90.1 in Houston, Texas, Mr. Cluthe has always followed his unique voice and vision of what the medium of radio broadcasting could be in regards to programming, content and authenticity. He has never wavered from those key values in his career, regardless of station or outlet. Scott's keen desire to serve the public's interest and a more inclusive and broader perspective has put his programming and ideas at the vanguard of talk radio.

Mr. Cluthe has served as a Programming Director, Producer, Host and lead writer. Usually a combination of all of these elements at once.

In the early to late 2000's Scott Cluthe was Drive Time host for two Sirius Satellite Radio Networks, Wisdom Radio and Lime..Healthy Living with a Twist Radio. Scott currently hosts a live radio talk program on Blog Talk Radio, featuring national guest, experts and authors. His current program, *Positively Incorrect! With Scott Cluthe*, can be heard live or in archives at : <http://www.blogtalkradio.com/positively-incorrect>

Web Site: <http://www.scottcluthe.com>

Twitter: www.twitter.com/jscmedia

Scott Cluthe

Positively Incorrect! Radio

4025 Woodfin Street

Houston, Texas 77025

713-665-3969

E mail: jscmedia@sbcglobal.net

Why Should You Hire Scott Cluthe As Your Broadcast Coach?

Let's Face it, if you are interested in spending your time, money and expertise in developing and broadcasting a radio program for marketing, community outreach, networking and contact building, sharing your talent and expertise, etc., then reading this E Book will help you move in that direction. If you want to have a professional, polished and consumer friendly radio program that has long lasting value and growth potential, then hiring Scott Cluthe as your Broadcast Coach is the right move for you.

There is no substitute for hiring the right Coach when it comes to reaching and breaking through our perceived goals and barriers, or closing the Gap between Where We Are and Where We Want to Be.

With a One on One Coaching Relationship with Scott Cluthe as Your Broadcast Coach, you will understand your key goals and reach them faster, have an easier time with more professionalism in your creative expression and create a real radio program faster.

When You Hire Scott Cluthe as Your Broadcast Coach you also get:

A Professional copywriter for your content creation

A Professional Voice Talent for your audio (as required)

A Professional Teacher/Critic to help you grow after you begin broadcasting

A Trusted Confidant who is there exclusively for you and your needs as desired

A Business and Personal Coach who is ready to address any business or personal issues that you may want to be coached on during your relationship.

Scott Cluthe uses and abides by the Ethics and Guidelines of the International Coaching Federation.

An additional \$ 800.00 value usage of Scott Cluthe's Radio Voice Talent for your custom spots. (Clients who work with Scott Cluthe for 3 months or longer have this right reserved.)

Contact Scott Cluthe today for your Free Broadcast Coach Consultation:

iscmedia@sbcglobal.net 281-808-3368 / 713-665-3969