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Ready, Set, Talk!: A Guide to Getting Your Message Heard by Millions on Talk Radio, Talk Television, and Talk Internet

Ellen Ratner, Kathie Scarrah

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Ready, Set, Talk! will help anyone—from the novice activist to the sophisticated public relations professional—develop a talk media message, prepare a campaign, and roll it out. The authors demystify the process of identifying and analyzing potential media targets and opportunities, and show readers how to develop media events for maximum attention and continuing exposure on talk media.

Rich with real-life examples and anecdotes on how to—and how not to—execute a successful campaign, this revealing media manual pulls no punches. Ratner and Scarrah analyze the conservatives' success on talk media and explain how anyone can do the same, not just by creating their own show, but also by going head to head with others on highly successful existing shows.

Ready, Set, Talk! is a roadmap to putting the internet, podcasting, and videocasting to work for ideas, causes, and candidates. It includes guidelines for print and television interviews; a step-by-step guide to selecting, booking, and preparing a spokesperson; a comprehensive idiot-proof promotional checklist; and advice on how to manage crises in the media.

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