

## Group Personal Training

## Breaking Into Radio or TV

## Yoga on Stability Balls

### careers

BY DIANE Y. CHAPMAN

## Breaking Into Radio

Take your knowledge and enthusiasm for health and fitness to the airwaves!

If you've been in the fitness business for many years, you may have found that it has opened doors to creative opportunities that have given you terrific satisfaction. Now perhaps it's time to think about moving from the wireless microphones of fitness classes to the broadcast mikes of your local radio station?

This is a great time to hit the radio airwaves. The radio dial sports dozens of stations, and talk radio is in its glory days, looking for individuals with something to say. If you feel a driving desire to entertain, inform and educate a diverse audience on an occasional or a regular basis, radio can be an outlet for your expression. At first you might become a local expert station call on to give listeners insights into health and fitness. Ultimately you might even move on to host your own show. With a few pointers from fitness professionals who have made the leap to radio and some knowledge of your own market, you can conquer the airwaves!

#### Benefits You Can Reap From Radio

Most fitness pros who currently broadcast throughout the United States agree there are many benefits to going on the air.

**Promoting Services.** Radio exposure is priceless, and can be a lucrative way to soft-sell services or products. David Siscoe, who has a Monday morning show with CJAD radio AM 800 in Montreal, Quebec, Canada, finds that his regular broadcasts help him build and maintain his personal training service, ONE ON ONE. "Listeners send in self-addressed, stamped envelopes to receive giveaway information about our show topics," he says. "These listeners make for an instant mailing list for our promotional materials."

**Promoting Products.** David Essel's nationally syndicated radio talk show *David Essel—Alive!* broadcasts every Saturday and Sunday. When Essel gives callers lifestyle tips over the air, he talks about his six audiobooks and his recently published book. "Sales of the tapes and book are driven heavily by the show," he says.

**Building Credibility.** Patti Milligan, MS, RD, a corporate nutritionist with Henry's Marketplace Inc., a chain of natural food stores in Southern California, finds that her media appearances provide credibility for her employer. As the media spokesperson for Henry's, Milligan regularly gives nutrition information to listeners of local radio shows and viewers of KUSI TV's morning show in San Diego, California. "The visibility for Henry's is tremendous, and that gives me a great sense of professional satisfaction," she says.

#### Are You Right for Radio?

Before you think about getting on the air, examine your own personal characteristics to see if they match the traits of a successful radio talent. These traits (detailed below) apply whether you want to be a guest expert or a host. If you don't have these traits, some of them can be learned.

**Burning Ambition.** If you long to broadcast your voice, you were probably the kid on your block with the Mr. Microphone®! The people you hear on the radio are on the air because they

