

CBW'S MONTHLY RADIO SPOT ON XTRA 99.1 FM, GLOUCESTER, SECOND MONDAY OF EACH MONTH

General Information

On his morning show on XTRA 99.1 FM, on the 2nd Monday of every month at 8:05 a.m., Talk Radio Host Neal Steele will interview one Author. To get yourself on the interview schedule, contact Dave Carr by phone at (804) 725-9843. Priority is given to CBW members followed by VWC members and non-member authors in CBW's service area. (From the Northern Neck south to Hampton).

If you live within ONE HOUR commuting distance from the Station, you should plan for a face-to-face interview at the Radio Station in Gloucester.

If your one-way commuting time to Gloucester is more than an hour, or you have a physical impairment or job situation that precludes an on-site interview, you may arrange to do the interview with Neal Steele by phone, but be sure to read carefully the ***SPECIAL REQUIREMENTS FOR PHONE INTERVIEWS*** set forth at the end of these Guidelines.

Whether doing the interview remote by phone or face-to-face on site, Authors should provide the following to Neal Steele a week in advance of the scheduled interview:

REQUIREMENTS FOR ALL AUTHORS BEING INTERVIEWED: Get a copy of your book to Neal Steele. The book provided should be treated as a donation (versus a loan or sale), in that it will be donated to an area library after the interview is concluded.

The book must be RECEIVED at the station by Friday of the week preceding the interview, so allow time for the USPS delivery and don't wait until the last minute. If convenient, drop off a copy AT the station (see directions). If not, mail it 1st class to the following address:

WXGM, ATTN: NEAL STEELE
P.O. Box 634, Gloucester, VA 23061
TEL: (804) **693-2105**

Include with your book any REVIEWS and/or ENDORSEMENTS of your work, and a ONE-PAGE BIO describing your experience and what got you into writing. The latter are talking points and are highly recommended if you want a great interview. If you have a web page on the CBW website or a website of your own, you can lift appropriate info from those sources for this purpose.

1. ARRIVE AT THE STATION by 7:45 a.m. Directions to the Radio Station are included on the last page of this document.
2. The INTERVIEW will begin at about 8:05 a.m. after the weather and stock market report and will last from 10 – 25 minutes. For a great (longer) interview, elaborate when answering your questions. Do NOT give one-word answers. Relax. Enjoy the interview, but if you are promoting any published work, be sure to have with you simple instructions as to where and how a listener can purchase a copy. Your website, CBW web page or bookstore (on-line or brick and mortar) will typically suffice.

3. If you want a CD of the interview, request it before the interview begins. CBW will normally record the on-air interview and place a podcast of it on the CBW website.

Radio interviews are great exposure for you and your books. It's great practice and Neal is a great interviewer, having the likes of Patricia Cornwell and other prominent best-selling authors under his belt. If you have yet to do so, take a listen to some of the past interviews at http://www.chesapeakebaywriters.org/radio_interviews.html .

NOTIFICATIONS

If you have an emergency and cannot do the interview, call Dave Carr as soon as possible so he can arrange for a replacement. This is imperative! His phone number: (804) 725-9843. Please leave a message and callback Number.

Please mention that a podcast of your interview will be available on the CBW website at www.ChesapeakeBayWriters.org . Feel free to mention your own website or blog along, where your book can be purchased.

Authors are strongly encouraged to schedule one or more book signings in area libraries or bookstores following the date of the interview, but do let Neal know of them before the interview and comply with his instructions regarding mention of them on the air. (Because of the station's contractual arrangements with its advertisers, certain venues may, on occasion, be barred from mention.)

One local option is Gloucester's Twice-Told Tales Bookstore. The owner, Nancy Halstead, can be reached at 804-693-9209.

SPECIAL REQUIREMENTS FOR REMOTE INTERVIEWS BY PHONE:

1. Call (804) 693-2105 between 8:01AM and 8:04 AM (when the Weather Report begins).
2. Once connected, be sure to turn off the radio to prevent feedback. You will be able to hear the broadcast from that point on through your phone receiver.
3. The quality of the phone connection is critical to a successful interview, so land lines are preferred over cell phones and speaker phones unless they are of very high quality. It is best to use the handset. Neale will tell you if there are technical problems.
4. Once the interview gets underway (right after the Stock Market Report), LISTEN, LISTEN, and LISTEN. The major reason remote interviews go sour is tied to the absence of visual communication that face-to-face interviews afford, particularly cues from the Interviewer directing you to ELABORATE on a particular talking point. SHORT ANSWERS ARE YOUR ENEMY! So LISTEN for Neal's Cues. Think about what would be of interest to the station's book-loving audience (prospective buyers of your book). Become Dr. Phil for "Wanna-be" writers listening to you at home or in the car driving to work. Have fun and do be "Chatty".

DIRECTIONS FOR AUTHORS BEING INTERVIEWED BY NEAL STEEL FACE-TO-FACE AT THE RADIO STATION IN GLOUCESTER:

From YORKTOWN & WILLIAMBURG and points south:

Cross Coleman Bridge into Gloucester on Route 17. Stay on 17. You will pass The Stage Coach Flea Market then a strip shopping center on the right. After you pass all of this, start looking for LOWE'S on the right corner of an intersection with Short Lane. An East Coast station is across Route 17 from Lowe's.

Turn RIGHT at the light onto SHORT LANE. Go about a block and turn LEFT onto PROFESSIONAL DRIVE. This is a small professional center. The radio station (WXGM/XTRA FM) is on the left of the parking lot. A large sign with WXGM is right in front of the building.

Go in and someone will meet you. If not, go through the foyer and take a right. Go down the hall and peek into the first door on the right. You will find Neal Steele, sitting at his post, waiting for you.

From ALL POINTS NORTH (Mathews, Middlesex, Northumberland, Warsaw, etc.):

Go past Gloucester Courthouse on Route 17. You will pass Walmart and other shopping venues including restaurants (Appleby's & Ruby Tuesday's) all on the right. When you see Chesapeake Bank on your left, get in the left lane.

At the next stoplight turn left onto Short Lane. The Short Lane Ice Cream Shop is on one corner. Lowe's is across the intersection. An East Coast station is across the intersection on the right.

On Short Lane, Just beyond the Short Lane entrance to Lowe's, turn LEFT onto PROFESSIONAL DRIVE. This is a small professional strip mall of office buildings The radio station (WXGM and XTRA FM) is on the left hand side of the parking lot. A large sign with WXGM is right in front of the building. If you miss it, an eye exam would be in order.

Go in and someone will meet you. If not, go through the foyer and take a right. Go down the hall and peek into the first door on the right. You will find Neal Steele, sitting at his post, waiting for you.