



Twitter as **Talk Radio Teleprompter**

By Holland Cooke • Reprinted from Talkers magazine

Radio talkers: Try writing your on-air hour open on Twitter.

For two reasons:

1. The loud-and-clear headline we've gleaned from PPM data: Every...single...syllable...matters. And...any...given...minute...could earn you another Average Quarter Hour of listening credit.

Why your hour open needs to be so distilled and instantly inviting? Listeners believe station promos, which invite more occasions of listening from your P1s, and invite cross-cuming music radio P1s to "CHECK-IN, FOR A QUICK NEWS, TRAFFIC, AND WEATHER UPDATE, EVERY HOUR, ON-THE-HOUR, THROUGHOUT YOUR BUSY DAY."

Then, many of those music listeners are back-to-the-tunes...unless, quicker than an index finger can make it from the steering wheel to the FM button, you can engage. So imposing Twitter's 140-character limit on your Open is a useful discipline.

2. And doing this does double duty! Not only have you distilled your on-air proposition, you're got a ready-to-launch Tweet.

Try this. You'll like the results.

Read more at www.HollandCooke.com, and follow me on Twitter @HollandCooke

See also:

- **Can Twitter Help Save Your Job?** <http://www.radio-info.com/2012/09/06/can-twitter-help-save-your-job/>
- **So You Want to be Syndicated?** <http://www.talkers.com/2013/03/05/so-you-want-to-be-syndicated/>
- **Upgrade to FREE** <http://www.radioinfo.com/2012/10/03/upgrade-to-free/>