



Thanks for your interest in a radio segment on *The Horse Show with Rick Lamb*.

Because I get so many inquiries of this type, I've prepared this letter to provide some basic information. If your questions are not fully answered, or if you would like to submit a proposal, please email me at lambemail@aol.com. Please do not call at this stage.

Costs

We do not sell program segments, and because most radio interviews can be done effectively over the phone, there are seldom any costs that must be passed on to the beneficiaries of the publicity generated. Note that my radio interviews are never "live." I edit for time and clarity later.

Spokesman

You must have one person available who is knowledgeable, articulate, and willing to be interviewed by me on the subject. The main quality I want is enthusiasm.

Supporting Materials

Radio interviews are conversations and sometimes they go all over the place, which is just fine. However, it often helps both of us if the guest creates a list of specific points to cover. Five to ten "talking points" of one or two sentences each are usually plenty. Please do not send a book, video or other supporting materials unless I specifically ask for it. I have found over the years that my interviews are more engaging if I am learning about the subject at the same time my audience is. Any materials that you do send cannot be returned.

No Guarantees

Occasionally I will record a radio interview and decide not to use it. This is extremely rare, but it does happen and you need to accept this risk. Sometimes there are technical problems. Sometimes the segment isn't as interesting as I thought it would be. Whatever the reason, if an interview does not measure up, it will not go on the air. Period. I don't want to waste anyone's time, so I do everything humanly possible to avoid this. If the risk is not acceptable, we won't do the interview.

Proposal

If, after reading this, you are still interested in moving forward, please email me with your proposal. I prefer that the person to be interviewed make this contact. I will consider the suggestion in light of the other radio interviews I have planned.

Thanks again for your inquiry.

Rick Lamb
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