



This may be an unusual situation, yet it raises two important questions: 1) What to do with people “bad-mouthing” the station, and 2) should competing or supporting media employees be permitted to participate in, or win, contest prizes.

Recently, a client experienced harshly negative comments from a job applicant -- from a competitive station -- that had not been hired. Carrying the message to all who would listen, including clients and agencies. Guess what, the “big mouth” later won a contest prize from the station. Burying the individual in 6 feet of muck is not only illegal; it will never solve the problem. There are two roads you can select, well ...really only one.

Take the “high road” and NEVER allow small people to pull you down to their level. Truth is, as you know this person ...so do others. Smile, say hello, shake their hand, and engage in small talk. However, you do not need to be their best friend, just pleasant. After the initial greeting, simply go on about your business.

If anyone brings up the subject, your approach should be, “...isn't it sad. We are merely competitors, I cannot understand why he feels it makes us mortal enemies.” Then, just go on.



Having said that, the “thorn in your side” should be screened off ALL cluster stations. However, never admit to an embargo. If you do, you only fuel their passion to take the harsh criticism to a higher level.

Additionally, contest rules specifically should not allow winners employed by radio, television, print, advertising agencies, and clients. Without doing so could raise questions about irregularities when selecting winners.

QUICK SCREENER GUIDELINES: (fun and games to newstalk callers)

Never allow an unusable participant to wait on “hold” hoping they will get tired and hang up, it locks-out a valuable line from obtaining a program building caller. Inform them in a courteous manner -- not admitting that they are blocked -- and then clear the line. You can explain, “...that (host name) has previously covered that specific position,” or, “that you already have numerous callers waiting.” Then, immediately clear the line. An additional technique is to explain that, “...all the lines to the air studio are full” and hang up. Above all, NEVER engage in a conversation while screening.

If the person keeps calling back, advise them to call the program department during business hours. Never allow yourself to get into an extended conversation as to why you cannot use them on the air ...you do not have time and frankly you do not owe that to any caller. Report the incident and your reason for not accepting the caller.

You can be confident that the “big mouth” is making himself a bigger something else!

James R. Glass
GLASS MEDIA



Success Comes From...
The Courage to Create
The Confidence to Commit
The Cooperation to Complete
jGLASS

Jim Glass Specializes in News, Talk, Sports, Strategic Planning, and Revenue Development for McVAY MEDIA, www.mcvaymedia.com