

SECRETS OF SUCCESSFUL ETHNIC PROGRAMMING

Co-hosts Ideally, your program should have co-hosts—**male and female** often works well, providing a good balance and appealing to both males and females within the community.

Presentation Your hosts' presentation should be as **friendly** and as **authoritative** as possible.

“Catchy” Title Find a “catchy” title for your program, preferably more contemporary than academic. This will help attract a wider demographic when the program is marketed in community newspapers, newsletters, by word of mouth, etc.

Program Theme Open and close each program with a program theme—perhaps in the form of particular music or a meaningful phrase. This repetition can generate excitement and tell listeners that they are at the right place on the dial. At the beginning, it conveys the message: “We’re about to start!” At the end, it communicates the idea: “Tune in next time!” This provides continuity and **ties the whole program together**. Music generally is the best program identification.

Highlight Main Topics Start by mentioning the main topics for the day’s program, sort of a rundown of why people should stay-tuned. Music, recognition of birthdays & anniversaries, local community story, etc.—a quick review of what’s coming up.

Effect on Local Community If your program has local and national news, tailor it so that the effects on the local community are clear. This can be done in headline or story form.

News From “Home” Your program should include **international news and information** that affects the local community and delivers news from the “home country.” Present this in a separate segment and make it as entertaining as possible—sports news, entertainment news, general interest stories, and, of course, politics. You can coordinate with your embassy in Washington each week.

Good Blend of Music Your program should have a good blend of music that appeals to both older and younger listeners, if possible. Music is a nice way to lighten the program, make it flow, and “tie” it together. It can be both traditional and contemporary.

Commentary It’s a good idea to include some commentary—about 3-5 minutes. This allows the program to reach into the community for varied opinions, which will help integrate your show within the community and might also help with financial support. Commentary could be from well-known national and local leaders and from local business, civic, and academic leaders.

Helpful Information Provide helpful information targeted to your community about such topics as how to achieve citizenship, permanent residence, student and work visas, visa extensions, etc. Your program may be the only source of information your listeners have.

Listener Participation Asking listeners to participate on the phone gives immediate community response and generates discussion within the community. You could try a **call-in topic of the week** and have listeners respond.

“Tune in Next Week” End each program with a **quick synopsis of your next show**. Not only will this perk up listener interest and spark conversation within the community, but it’s also a good discipline for the producers to always look ahead!