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(Don't you know that:
There is a concerted effort to get a
conservative viewpoint aired, to the
exclusion of opposite view?
Conservatives are asked to phone in
and complain about "liberal bias"?
Conservatives do not want "balance".
They want their point of view
aired. (Repeatedly listeners of Rush
Limbaugh state "He says what we
want to hear.")
Your attempt at balance plays into
these books hands:
• You put on one liberal or
conservative. Knowing this, you
over

listeners who are knobs, pick out the liberal and attack him/her (often without any indication of what guest says indicating a political bent)

• If can't pick out the liberal, the knob calls attack with as "liberals" (often ridiculous, as one or both guests are conservative)

To defeat above, do not, for "balance" get on one liberal one conservative. Let audience listen to guests to judge. Achieve balance yearly, not daily.

Quit asking guests if liberal or conservative. Let audience listen and judge.

Ask callers if were asked to call or it was suggested by other(s). cont.

they call. Particularly ask them
when callers use the same phrase(s)
in their calls!

Understand that there is a campaign
to use yours and other call-in
shows to push a point of view.
Mount such campaigns.

when you get someone or because
he/she wrote a book. Talk
about the book, not about
what's in today's newspapers! (Not
happen today.)