



## ECONOMIC UPDATE RADIO OUTREACH

Most people hear about Democracy at Work after first listening to Economic Update on the radio. Bringing Economic Update to your local city or campus station is a great way to help spread the word!

Radio stations love to hear from listeners in their communities, and listener feedback has a huge influence on their programming. Provided on the next page are a sample email and phone script which you can use to recommend EU to your local station:

### ABOUT THE SHOW

#### OVERVIEW

*Economic Update* is an hour-long radio show that analyses the economic dimensions of current events.

#### THE HOST

It's hosted by Richard Wolff, Professor of Economics, author, speaker, and a leading proponent of an alternative economic system based on cooperatives.

#### REACH

The show is currently syndicated on over 50 stations across the country and reaches an estimated 750,000 households.

#### COST & FREQUENCY

The show is available to stations at no cost and is available on a weekly basis.

#### PRODUCERS

The show is produced by Democracy at Work, a non-profit organization that creates, and distributes media aimed at demonstrating why democratizing the workplace is a viable solution for a better economic system.

### TIPS FOR CONTACTING YOUR STATION

**Phone calls are best!** It's better to speak to a contact at the station directly. Use email to follow up, or when no one is accessible by phone.

Do your best to **call during normal office hours** (usually 9-5pm Monday thru Friday).

**Involve your friends, neighbors and coworkers.** The more people call and email the station about *Economic Update*, the more likely the station is to take interest in the show. There is power in numbers!

Contact our **Radio Syndication Manager** for additional tips, advice or materials for your station:  
**[michael@democracyatwork.info](mailto:michael@democracyatwork.info)**



## BEFORE CONTACTING YOUR STATION

Check to make sure they aren't already listed as a carrier: [democracyatwork.info/radio](http://democracyatwork.info/radio)

### SAMPLE PHONE SCRIPT

*Use this sample phone script when calling up your local radio station. Have a pen and paper ready to take down a direct contact's phone and email for follow up.*

Hi! My name is [YOUR NAME] and I am calling about getting *Economic Update* on your schedule. I'm a regular listener of your station and I believe it would be a good addition to your regular weekly programming.

I'm excited to bring this to your attention. Do you have a minute to hear about the show?

*If YES, read through the "About the Show" points on the front page, then move onto the next question.*

*If NO, move on to next question.*

*If you are asked a question you don't know the answer to:*

I don't know, but you can find more information online ([democracyatwork.info/radio](http://democracyatwork.info/radio)) or I can refer you to someone from the show ([michael@democracyatwork.info](mailto:michael@democracyatwork.info)).

Is there a direct email and phone number so I can send additional information via email and follow up? *Take down the information.*

Thank you for your time! I will send more information right away. *It's best to follow up the day of the phone call. Use the sample email below or write your own!*

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### SAMPLE EMAIL

*Use this sample email and send it to your location station. Feel free to copy/paste this template with your information, or edit and make it your own. Be sure to CC our Radio Syndication Manager to your email: [michael@democracyatwork.info](mailto:michael@democracyatwork.info)*

To Whom it May Concern at [STATION]:

I am writing as a regular listener of your station to request that *Economic Update* be added to your regular weekly programming. *Economic Update* is an hour-long radio show hosted by Richard Wolff, Professor of Economics, author and a recognized critic of contemporary capitalism. Each week, Wolff examines the economic dimensions of recent current events, and often interviews a guest to discuss related political and economic issues.

You can find out more about *Economic Update* online: [www.democracyatwork.info/radio](http://www.democracyatwork.info/radio)

I am also CCing the show's Radio Syndication Manager, who can provide any additional information that may be required. Thank you!

[YOUR NAME]

[YOUR CITY, STATE] *This lets them know you are a community member and listener.*