ECONOMIC UPDATE STATION 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!

Television and 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:

QUICK FACTS ABOUT THE SHOW

OVERVIEW
Economic Update is a 30 minute-long television/radio show that analyses the economic dimensions of current events.

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

REACH
The show is currently syndicated on 90+ radio stations across the country, and can be watched on YouTube, FreeSpeechTV, MNN (New York City) and BCM (Berkeley, CA).

COST & FREQUENCY
The show is available to public access television stations and all radio stations at no cost and is available on a weekly basis.

PRODUCERS
The show is produced by Democracy at Work, is a non-profit 501(c)3 that produces media and live events that look at capitalism through a critical lens, advocating for greater power for workers and communities.

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 & 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 us for additional tips, advice or materials for your station:
maria@democracyatwork.info
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. Remember to CC us: maria@democracyatwork.info

To Whom it May Concern at [STATION]:

I am writing as a regular viewer/listener of your station to request that Economic Update be added to your regularly weekly programming. Economic Update is a 30 minute show hosted by Richard D. 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: democracyatwork.info/economicupdate

I am also CCing a contact with Democracy at Work, who can provide any additional information that may be required. Please reply to let me know you received this, and thank you for your time!

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