



## 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](mailto:maria@democracyatwork.info)**



## BEFORE CONTACTING YOUR STATION

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

### SAMPLE PHONE SCRIPT

Use this sample phone script when calling up your local 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 viewer/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/economicupdate](http://democracyatwork.info/economicupdate)) or I can refer you to someone from the show ([maria@democracyatwork.info](mailto:maria@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. Remember to CC us: [maria@democracyatwork.info](mailto: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](http://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.