***How to be a great WXYZ on-air guest during Pledge Drive***

The most important thing for you do as a guest on-air with WXYZ is to have fun! Our listeners want to meet “you” and hear why you love WXYZ as much as they do. They want to know why you would volunteer your time or contribute financially to support this station that they listen to everyday. They want to know how you’re connected to the community and why you think this is a wonderful place to live. We’ve put together the following tips to help you prepare for your time on-air encouraging listeners to support WXYZ during pledge drive.

**Things to do before your visit**

* Schedule your visit with the WXYZ Team. We will provide information regarding our location and parking.
* Send us any of your social media “handles” and/or online links so we can help promote and tag you with our social media posts
* Let us know if you want to discuss any events, projects, organizations or merchandise. These need preapproval.
* Let us know if you want to offer any “thank you” gifts for our listeners such as CDs, DVDs, books, tickets, etc. These also need preapproval.
* Let us know if you want to provide a “matching gift” challenge. This is when a guest offers to match listener contributions for a set dollar amount or time period.

**What to expect during your visit**

* Arrive 15-20 minutes before your on-air guest appearance. Come earlier or stay later if you like. Sometimes we have tasty treats donated by local businesses.
* You’ll be on air with a WXYZ announcer and usually another team member.
* Your on-air time may vary. You may be on for one or two breaks or longer depending on your availability and our schedule. Please let us know your availability when you arrive.
* Guest pledge drive appearances are not standard interviews. They are designed to principally be conversations about importance of collaborations, service to our community and the role of public radio in improving the quality of life in those communities.

**What should you talk about?**

* Your relationship with WXYZ, public radio, the community and the university.
* Why public radio is important to you and our listening audience.
* How do you use public radio?
* How WXYZ or public radio adds value to you, your family, your business, and our community.
* How does WXYZ support music, arts, culture and the quality of life in our community?
* Why is it important for the community to financial support public radio?
* How is music a part of your life?
* What does music “do” for you?
* What memorable moments connect you with music?

Note: Discussion or promotion of events, projects, organizations or merchandise may be allowed if approved by WXYZ Station Management. They should be of interest to our listening audience and consistent with our commitment to community service.

**Other ways you can help**

* Help us spread the word! If you have social media networks (Facebook, Instagram, Twitter, etc), please post about your appearance on WXYZ and tag us.



* Like and share our posts and online information. If you follow us or “like” us, we’ll return the favor.
  + Website: WXYZradio.org
  + Facebook: facebook.com/WXYZradio
  + Twitter: @WXYZradio
  + Instagram: @WXYZradio
* If you’d like, you can always make a financial contribution. Don’t worry you won’t be solicited for a gift during your visit. A donation is never required but always greatly appreciated. If you would like to support our work in the community. We can assist you with your contribution at any time.
* If you’d like to encourage listeners to support the station, you could consider making a “matching gift challenge. If you’d like to offer to match contributions from listeners for a specific dollar amount or period of time, we accept matching gifts of $250 or more.
* We accept a limited number of “thank you” gifts such as CDs, DVDs, books, tickets, etc. If you’d like to provide a “thank you” gift that we might offer our listeners, please let us know.

Thank you in advance for volunteering your valuable time to join us on-air to encourage support of WXYZ Public Radio. We look forward to having you as a guest and helping us keep public radio and music alive.

*If you have questions or would like assistance preparing to be an on-air guest, please contact WXYZ’s Development Department at (555) 555-5555. Or email supportwxyz@goalbusters.net*