

Talking Points For Approaching Radio Stations About Broadcasting *Democracy Now!*

Why *Democracy Now!*?

1. *Democracy Now!* is one of public broadcasting's fastest growing programs and now broadcasts on over 650 TV and Radio Stations.
2. "*Democracy Now!* retains a jagged and intriguing edge," says the *Washington Post*. You'll hear a diversity of voices not often heard on other U.S. media including independent and international journalists; ordinary people affected by government policy, whether in the U.S. or around the world; grassroots leaders, artists, academics and independent analysts. Energetic debates extend beyond the traditional liberal/conservative exchange. The daily live one-hour program combines the cutting edge of a breaking news program and the magazine format that allows for extended discussions and debates.
3. *Democracy Now!* has won numerous awards for journalistic excellence, including the George Polk Award, The Columbia-Dupont Award, and many Golden Reel Awards from the National Federation of Community Broadcasters. For a partial list of awards that *Democracy Now!* and its hosts have won, see the "Downloadable Resources" section at www.democracynow.org/get_involved
4. As a news show that is funded entirely through contributions from listeners, viewers, broadcasting stations and foundations, *Democracy Now!* maintains its editorial independence, providing a counterweight to media consolidation.
5. *Democracy Now!* often outperforms all other programs during radio station fundraising drives, including NPR's Morning Edition and All Things Considered. For testimonials from TV and radio station managers about *Democracy Now!* see the corresponding documents in the "Downloadable Resources" section at: www.democracynow.org/get_involved
6. *Democracy Now!* is popular among journalists. CNN's Gloria Hilliard says, "Amy, your courage is an inspiration. Thank you for your voice." For more comments from journalists, see "What Journalists are Saying about *Democracy Now!*" at www.democracynow.org/get_involved under "Downloadable Resources".

How Radio Stations Can Get *Democracy Now!*

1. The program is produced live in New York City from 8:00 a.m.-8:59a.m. Eastern Time. It is delivered to stations via:
 - C-band satellite, (on the Public Radio Satellite System (PRSS) Channel A67.7), and via the **PRSS Content Depot**.
 - Ku-band satellite over the Pacifica Satellite System
 - Broadcast-quality MP3 computer files, which are available to stations over the internet, within 45 minutes of the show's broadcast (i.e. by 9:30 am ET) Most stations can download the program and have it ready for broadcast in about 15 minutes.
2. *Democracy Now* offers the program to new stations **FREE** for a no obligation trial period of ONE YEAR. After that, we encourage new stations to affiliate with Pacifica Radio, but the program is also available directly from *Democracy Now!*. The costs are identical and are calculated using a sliding scale based on the station's budget.

If station managers request more detailed KU satellite scheduling information, refer them to the Pacifica KU Schedule, which is posted at: <http://www.pacificanetwork.org/>

If a station wants to start running *DN!* contact: angie@democracynow.org

If you area listener and want to get *DN!* on the air in your community, contact:: silky@democracynow.org or call 212.431.9090 x802