

## Broadcasting Democracy Now! on Radio

### Why air Democracy Now!?

Democracy Now! provides stations with a popular weekday news hour that functions as a stand-alone anchor for a public affairs/news component, or as a complement to existing public affairs/news programs.

Democracy Now! builds audience and develops unprecedented listener loyalty. The show consistently outperforms all other programs during radio station fundraising drives, including NPR's Morning Edition and All Things Considered. We offer live, on-air fundraising assistance from program host Amy Goodman, with the possibility of in-person fundraising events. We also provide assistance in developing fundraising strategies and premiums.

Democracy Now! celebrated its 10<sup>th</sup> anniversary in 2006. We are proud to note that the show is carried on over 800 radio stations in North America. The show's headlines are translated into Spanish and air on over 150 radio stations around the world. The television broadcast of the program reaches a potential audience of roughly 35 million satellite and cable subscribers, providing a solid base of existing audience in your community who know and appreciate Democracy Now! and would likely seek it out on radio if it were available. Our broad outreach efforts promote the stations that carry Democracy Now!

In other words, bringing the show to your airwaves means gaining enthusiastic listeners, expanding your reach, and increasing your donor base.

### How to Broadcast Democracy Now!

For radio stations in North America:

The program is produced live in New York City from 8 a.m.-9 a.m. Eastern Time. It is delivered to stations via:

- C-band satellite (on the Public Radio Satellite System (PRSS) Channel A67.7). (For more information, visit [www.prss.org](http://www.prss.org)) And via **Content Depot**.
- KU-band satellite over the Pacifica Satellite System. (For more information, visit [www.pacifica.org](http://www.pacifica.org))
- Broadcast-quality MP3 computer files, which are available to stations over the internet, within 30 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.

Radio stations outside North America can obtain the show via:

- World Radio Network's European Service (For more information, visit [www.wrn.org](http://www.wrn.org))
- Community Broadcasting Association of Australia service (For more information, visit [www.cbaa.org.au](http://www.cbaa.org.au))
- Broadcast-quality MP3 computer files, which are available to stations over the internet within 30 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.

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. Fees are negotiable and can be waived on a case by case basis.

### For More Information

Questions? Want to learn more? Contact Angie Karran: [angie@democracynow.org](mailto:angie@democracynow.org) or call 212-431-9090 x802

