





Dear Prospective Guest,

January, 2021

We would like to welcome you to participate in a talk radio show dedicated to raising awareness for childhood cancer as a forum for discussion of a variety of topics, all with the aim of giving our kids with cancer and their families, advocates, medical caregivers and researchers-- a stronger voice. Our show airs weekly on Thursdays, 4pm Eastern/1pm Pacific Time, 8pm GMT.

Toginet Radio is subscribed by Global Broadcasting Networks; it airs in 35 countries, is syndicated, available for livestream, iTunes and Google Play, and Childhood Cancer Talk Radio is underwritten by Beck Multimedia.

Our shows are recorded either: 1. **LIVE** airing on Thursdays at 4pm Eastern Time by TogiNet Studios with a Skype or phone connection, or, if scheduling necessitates, 2. **pre-recorded** on a zoom conference platform, to be aired on a Thursday at 4pm ET. For live shows there are 4 segments with 3 commercial breaks; segment I is 12 ½ minutes, and other segments are approximately 14 minutes. Pre-recording requires one hour total recording and is then edited to format, and are pre-conditioned on availability.

Collecting some personal information before booking helps us to ensure a successful show. Our TogiNet producers are in Tyler, Texas, and we are in the greater Los Angeles area, so successful communication between us all is important for the show. Generally guests receive a call 1-3 minutes prior to the start of the show, or their segment for multiple guests, to connect you to the platform. Here is the information we need:

- a) 3 points of contact--studio contacts each participant for LIVE SHOW (in order of preference): Skype username (for audio), landline, cell phone
- b) Promotional details if applicable: *applicable* social media platforms, twitter, facebook, instagram etc, website
- c) Personal/organizational information

Picture, Bio (250w or less), organization history if applicable, logo and pics, website address **5-10** suggested talking points and issues pertinent to the discussion which you would like included.

As soon as we receive your info we'll confirm your date, and send you details to help familiarize you with the process of the show ahead of time. We look forward to a great conversation and to sharing your message with our listeners.

Thank you for your interest and we look forward to hearing from you soon!

Sincerely yours,

Janet Demeter, Host Childhood Cancer Talk Radio 661-977-3125

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