**WXYZ On-Air Guest Policy**

This policy is designed to ensure the best possible guest experience and enhance their effectiveness in support WXYZ’s on-air fundraising efforts.

* All guests will be approved by Station Management and scheduled with the Development Team prior to their appearance on the air.
* Any promotion of events, projects, organizations or merchandise must be approved by Station Management, be consistent with service to the listening audience and our commitment to community service.
* All guests receive our “What Makes a Great On-Air Guest” guidelines.



* 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.
* If the guest has social media networks, please provide those links and/or “handles” in advance so WXYZ can help promote and tag them with our social media posts. While it is beneficial to have guests with strong social networks, that should not be a limiting factor for those who would otherwise make a good community guest.
* Station Management or the Development Team will approve all premiums or incentives to be offered on-air such as CDs, DVDs, books, tickets, etc., These premiums and incentives should be scheduled in advance whenever possible.
* If the guest is interested in providing a food donation for volunteers and staff, these donations are scheduled with the Development Team.
* Priority will be given to guests offering monetary challenges to encourage listener support.

Preferred Guests are those who…

* Demonstrate knowledge of and interest in public media.
* Are interested in communicating the need to support WXYZ and public media
* Have a personal connection to the station, university, community or region
* Represent our listening audience
* Are offering a monetary pledge challenge to encourage donations.
* Are offering a pre-approved premium to encourage listener support
* Have social media networks to help promote the pledge drive and WXYZ