



## **Reigniting You Guest Information Sheet**

For assistance regarding your radio show appearance, contact Lisa at [lisa@yournewspect.com](mailto:lisa@yournewspect.com) or directly at 425-765-1828 (for emergencies only).

***This information is only for confirmed guests.*** Be sure you submitted your guest application form on the show website and have received information from Lisa confirming your appearance. Thank you!

### **THE SHOW:**

**Every Wednesday from 3:00-3:30 p.m. Pacific Time**

Guests will participate in two talk segments with Lisa for a total of 22 minutes.

**Radio frequency:** 1150 AM in the Seattle area

**Streamed online at:** [www.1150kknw.com](http://www.1150kknw.com)

**Show page is at:** <https://reignitingyou.com>

**Show description on KKNW is at:** <https://1150kknw.com/show/reigniting-you-with-lisa-downs/>

Phone line **ONLY** for you if there's an issue, **NOT for the public:** Eric Burriss (KKNW Producer) at 425-373-5542. This is the studio line.

If listeners want to submit a career transition related question and/or submit a best job/worst job story, they can do so by leaving a voicemail at 360-436-6496 or emailing [reignitingyou@gmail.com](mailto:reignitingyou@gmail.com).

**Podcasts** of the show can be found on Lisa's website and in her weekly newsletter of career transition tips and show summaries. If you'd like to sign up for the newsletter, you can do so here: <https://reignitingyou.com> and complete the pop-up form.

### **SHOW PROMOTION:**

Feel free to promote your appearance on the show ahead of time on your social media and communication channels. You can use the show page and/or description on the KKNW site as a link if you'd like. You can also pull Lisa's photo from either site.

You can connect with Lisa on LinkedIn at: <https://linkedin.com/in/lisadowns> and like and/or comment on her post(s) about your guest appearance (it's greatly appreciated). You can also participate on the Facebook page for the show at <https://facebook.com/reignitingyou>.

After the show airs live, you'll receive links to a recording of it and the podcast version on the show's YouTube channel and show page to use as you'd like for marketing purposes.

#### **SHOW TOPICS AND DETAILS:**

Provide Lisa with a high-resolution head shot image for marketing related to your guest appearance. A .jpeg or .png file is best that is at least 600x600 @300 dpi. This can be emailed to Lisa at [lisa@yournewaspect.com](mailto:lisa@yournewaspect.com) or shared with her via a file sharing platform such as Dropbox or WeTransfer.

From your initial application, Lisa should already have your bio and information re: how your background and current situation ties to the premise of the show as well as your website or LinkedIn or other social media URL.

You may also send/upload additional images, such as your business logo and/or book covers.

Based on which Wednesday of the month you are scheduled to appear on the show, here is what to expect for the topic area of focus:

1<sup>st</sup> Wednesday: Helping Lisa answer a career transition "question of the month"

3<sup>rd</sup> Wednesday: Sharing your career transition/career path story

5<sup>th</sup> Wednesday (if applicable): Talking about your background and career advice

Shows on the 2<sup>nd</sup> and 4<sup>th</sup> Wednesdays feature Lisa and Eric (the producer) only.

#### **APPEARING VIA PHONE:**

If phone is your preferred mode of audio connection (as opposed to Zoom or Skype), please use a landline phone if possible, as it makes for a clearer connection and, in turn, a better radio program and recording.

Be sure that Lisa has the phone number you'd like us to use for the show. Eric Burriss, the producer, will call you a bit before the top of the hour when the show time comes.

#### **DURING THE INTERVIEW:**

*Find a quiet location with no disruptions.* Silence any additional phones, computer notifications/alerts, etc. and close your door, if possible, to minimize background noise. Any noise cancelling headphones or ear buds will also provide an additional buffer for sound quality.

Don't call us, we'll call or connect with you via Skype or Zoom, to connect for the show. If there's any type of technical issue, call Eric at 425-373-5542.

**THANKS VERY MUCH. WE'RE EXCITED TO HAVE YOU ON THE SHOW!**