

ERICSON STRATEGIC MARKETING SOLUTIONS

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Welcome to “This Week in Business” and “This Week in Service”

“This Week in Business” with Cynthia Ericson airs live Tuesday from 3pm – 4pm EST.

The show is a weekly news hour focused upon the Local, National and International business community as it relates to our own Chester County, Pennsylvania business leaders. Our goal is to discuss and gain unique insight into what drives Chester County business owners as they tackle present day challenges and proactively plan for the future.

“This Week in Service” with Cynthia Ericson airs, pre-recorded, Friday 3pm – 4pm EST.

The show is a weekly community service hour focused upon the Local, National and International service community as it relates to local service leaders and Rotarians from all over the country. Our goal is to share these amazing people who take ideas and create the future one miracle at a time!

Every show is different – so tune in and capture the moment!

If you would like to be a on the show or have a guest and/or topic suggestion – please email me at radio@ericsonsms.com.

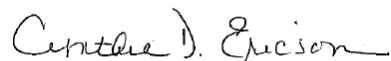
If you are going to be my guest please note the following information and requirements:

- Relax and have fun – the show is conversational and casual – be yourself!
- **All guests MUST put a link from your site to www.ericsonsms.com 1 month prior to show. We cannot have you on until this is complete.**
- Location: 105 West Gay Street, West Chester, PA 19380
- Station phone: 610-692-3131
- Listener call-in: 610-701-9243 (listeners who wish to call in and comment)
- Guest call-in: 610-436-4003 (guests being interviewed remotely)
- Tuesday time arrival – Business 2:45pm / Service 3:45pm
- Recording of your interview – bring jump drive / CD to obtain copy of show!
- Radio Station Website: www.wche1520.com
- Information I need:
 - Biography / Resume?
 - General topics you wish to discuss?

- What service does your organization provide?
- Where is your organization located / address?
- Phone number?
- What is your website?
- What are your hours of operation?
- How did it begin?
- When did it begin?
- What was the inspiration?
- What are your greatest success stories?
- What are your greatest challenges?
- How has your team been challenged by the economy?
- How many volunteers do you have?
- Why do your volunteers join?
- How do people in need contact you?
- How do volunteers contact you?
- What laws or covenants are you governed by?
- Do volunteers require special training / if so what?
- How does your organization raise funds?

Thank you for thinking of “This Week in Business” and “This Week in Service” and Ericson Strategic Marketing Solutions!

Sincerely,



Cynthia Dawn Ericson, Principal
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