STEPS FOR RECRUITING CROWDPUBLISH.TV HOSTS

These don’t necessarily need to go in this specific order, however this checklist should be done for all shows.

FINDING PEOPLE TO GET INVOLVED: guests

1. Search google for nonprofits, go through orgsync for ASU student organizations, go through directories of university departments, etc. to get contact info.

2. Send **(template)** email to potential guests inviting them to be on livestreams.

3. Offer guests one or two of your timeslots (or different time if they can’t be there for your regular time slot). Enter times offered in the CrowdPublishTVOutreach spreadsheet.

4. When a guest confirms a time, post the show on CrowdPublish.TV homepage.

5. Some guests may need to be confirmed by phone if they do not confirm within a few days.

FINDING PEOPLE TO GET INVOLVED: interviewers

1. Post **(template)** casting calls on actor sites, find the ASU actors database.

2. Send **(template)** email with 3 time slots to set up an informal livestream audition with actors who respond.

3. Schedule interviewers into time slots with guests who don’t have interviewers. If the interviewer cannot do any of those slots, offer another time, then fill it ASAP with a guest. Enter the times offered into the CrowdPublishTVOutreach spreadsheet.

SHOW PREP

1. Immediately send guests **(template)** email for them to forward to their email list & post on social media. Send 3 time slots for guests & interviewers to select from to do a camera and mic check with you. If they set a time for camera check, enter the time into the CrowdPublishTVOutreach spreadsheet so that no one schedules a livestream for that time.

2. During the camera/mic test, step them through making their own page. Make it clear that they earn their own donations when they are the host.

3. Send a **(template)** reminder email 3 days before the show with the example email again.

4. Send a **(template)** reminder email the afternoon before the show with a different example social media post.

5. Prepare a very brief intro about the topic, guest, & interviewer.

6. Figure out which 3 time slots you will offer the interviewer and guest for their next shows.

THE SHOW

1. Guests & interviewers will enter the livestream & might not know what’s going on. Greet them & mention they should wrap up 10 minutes before the end of the time slot to allow for post-show feedback & meta-discussion. Let them know you’re going to start recording and that they can start after you introduce them.

2. Record to youtube (Click lower right 3 dots, select Start Livestream)

3. *Do the show* – Encourage viewers to make donations in the sidebar. Briefly introduce the guest and interviewer. Then let them have their discussion.

4. You may need to remind them by typing in chat that it’s time to wrap up. Thank discussion panelists then Stop Livestream.

5. Ask which of the 3 upcoming time slots each of them would like to be a future guest or interviewer. Write down their time slot commitments.

6. Ask them to recommend other guests or interviewers. Get contact info for the recommended organizations.

7. If they signed up for their own page, have them immediately post a show on their own page. Walk them through the Event/new page.

AFTER SHOW

1. Email a **(template)** thank you and link to the YouTube video of the livestream.

2. Contact the recommended guests/interviewers, following above instructions from Finding People to Get Involved.

3. For guests & interviewers who sign up for subsequent time slots, repeat steps in Show Prep until they host their own show regularly.