



Guest Sheet

* Guest sheets are used to write promotions, host talking points and to conduct research. They are necessary to ensure proper preparation and delivery of your message in our segment.

* Return guest sheet 1-2 weeks prior to segment date.

(Please note missing the one week deadline may result in rescheduling or cancelation of your segment)

* Guest sheets must be e-mailed back.

(Open the document, complete the questions, save the document with a new file name and then email the completed form with the new file)

* Make-up and hair is not provided for guests.

* Please make sure that all information on this sheet is accurate, as this is how it will be displayed on the screen during the broadcast.

Preferred Air Dates:

(Please highlight the dates you will be participating in Beauty Marketplace)

Beauty Marketplace **10/21/09** **11/18/09** **12/16/09**

Preferred Tape Dates:

(Please circle preferred dates)

Beauty Marketplace (Oct) **10/14/09 @ 10:00 a.m.**
Beauty Marketplace (Nov) **11/09/09 @ 10:00 a.m.**
Beauty Marketplace (Dec) **12/07/09 TBD**

Topic of Segment:

Beauty Tip:

Name of Speaking Guests and their Titles:

- 1). Tamir Mosharrafa, M.D.
- 2). _____ (if necessary)

Guest Cell Number:

602-570-3535

Number of Non-Speaking Guest(s) and Roles:

(Model, Prop Person, etc.)

- 1). _____
- 2). _____
- 3). _____

5 Main Questions & Answers:

(It is important to include your answers so the host is aware of how the conversation will progress)

Question 1 _____?
Answer 1 _____.

Question 2 _____?
Answer 2 _____.

Question 3 _____?
Answer 3 _____.

Question 4 _____?
Answer 4 _____.

Question 5 _____?
Answer 5 _____.

5 Line Tag:

Graphic included in segment with about 15-20 seconds of audio from host:

(Business name, address/location, phone # and website)

(Please double check for accuracy)

Tag: "Experience the Best of You"

Graphic: Tamir Mosharrafa, M.D.
Board Certified Plastic Surgeon
3301 North 2nd Street
Phoenix, AZ 85012
(602) 230-1464
www.experiencethebestofyou.com

Please indicate any promotions you would like to mention:
(This will be the final question the hosts asks)

Visual props you will be bringing:

Special needs or requirements of guest:
(Extension cord, electrical outlet, steamer, etc.)

Beauty Marketplace on abc15.com:

Items Needed:

- 3-4 paragraphs about your business and the services and/or products that you provide
- 3-5 Pictures promoting your business or services
- Logo
- Link to address (website address) www.experiencethebestofyou.com

Note: Please email all elements above to: ccoady@abc15.com

The screenshot shows the abc15.com website interface. At the top is a navigation bar with categories like Home, News, Weather, Traffic, Sports, Entertainment, Style, Living, Food, Submit News, Marketplace, Videos, About ABC15, and Autos/Vehix. Below this is a secondary navigation bar with links such as Quick Links, Financial Survival Guide, Smart Shopper, AZ Gas Prices, Investigations, Consumer Alerts, HomeSmart, Blogs, and Energize Arizona.

The main content area features a news article titled "A Whole New You" by Sally Hayes, focusing on permanent makeup. The article includes a "Related Links" section with a link to "Permanent Makeup by Sally Hayes" (480-951-0539, PermanentMakeup.com). Below the text is a video player showing a woman in a living room. To the right of the video is a graphic with the text "What If They Learn They're Not Prepared?". Below the video is a "Recent Slideshows" section with several small image thumbnails.

On the left side of the page is a sidebar with a "Whole New You" section containing a list of services and providers, including Aesthetic MD, AZ Center for Implant Dentistry, AZ Weight Loss Solutions, Biocosmetic Center, Body Solutions, Dr. Stacy Layman, Jon'ric Int'l Salon and Day Spa, Lifetime Family Dental, Morrison Vein Institute, North Scottsdale Laser & Skin Clinic, Sally Hayes Permanent Makeup, and Skinny Minny. Below this is a "Marketplace" section with "Lifestyle Guides".

At the bottom of the article, there are two sets of "Before" and "After" photos. The first set is for "Aesthetic Facial Enhancement by Debi Ferraioli, RN BSN" (480-571-6600). The second set shows a woman's face before and after permanent makeup.

On the right side of the page, there is a box with the text "Segment Airs Here!" and an arrow pointing to the video player.