

## Welcome to the 2009 MDA Telethon Open Casting Call!

Television has few traditions as strongly ingrained as the annual Jerry Lewis MDA Labor Day Telethon.

Adults who used to watch as kids now introduce their own children to the 2½-hour, star-studded variety show that simultaneously entertains, informs and raises funds for the service and research programs of the Muscular Dystrophy Association.

First broadcast over Labor Day weekend in 1966 by a lone TV station in New York City, the unique event starring popular comedian Jerry Lewis quickly caught the public's attention - and raised more than \$1 million in pledges. Now, more than 40 years later, the show will be broadcast by some 190 MDA "Love Network" stations, assisted by 250,000 volunteers across the country.

In 1998, the Jerry Lewis MDA Telethon made history as the first telethon seen around the world via Internet simulcast, hosted by RealNetworks on MDA's Web site.

An "interactive" show long before the computer age popularized the term, the Telethon's drama comes from the ever-increasing fund-raising total posted on the tote board - by hand in 1966, now electronically. Jerry's goal of raising "one dollar more" than the previous year's amount has been more than met almost every year, thanks to the generosity and compassion of the American public. Last year's total was over \$65 million.

15 minutes of every hour, the Telethon cuts to the Los Angeles broadcast. This is where you come in. We're looking to add one more Telethon host to our cast of 2009 **Emcees: Josh Rubenstein, Lisa Sigell, Leyna Nguyen, Dave Gonzales, Jackie Johnson, and Shotgun Tom Kelly.**

### **Viewership**

Last year's MDA Telethon was watched by some 40 million viewers in North America and countless others worldwide on the Internet. The Los Angeles broadcast is the largest in the nation with 6 million viewers!

The Jerry Lewis MDA Telethon consistently achieves a significantly higher rating than any other televised fund-raising broadcast of its kind.

### **Where Telethon Dollars Go**

The Telethon is the single most important fund-raising event of the year for MDA. Funds raised help the Association carry on its fight against more than 40 neuromuscular diseases, including a worldwide program of basic and applied research, a nationwide network of comprehensive medical and support services, and extensive professional and public education.

Children and adults with neuromuscular diseases benefit directly from dollars raised during the Telethon through such services as:

- Specialized medical and therapeutic care at some 225 university-affiliated MDA clinics and 37 MDA/ALS centers;
- Free flu vaccinations;
- Assistance with the purchase and repair of wheelchairs, leg braces and assistive communication devices;
- Support groups for individuals and family members;
- MDA summer camp sessions for thousands of children ages 6 to 21;
- Ongoing public education and up-to-date information through MDA's Web sites in English and Spanish, publications, videos, seminars and media placements.



Audition information

You will first be asked to state your name and why you think you would make a good Telethon host. Next, we will ask you to read the script (below). Cue cards will be available with the exact same script.

We are looking for a host to complement our current local Telethon cast. Please be yourself. We will be looking for someone who is comfortable in front of the camera, with charisma, an outgoing personality, that really connects with the audience. We will choose our top candidates based off today's auditions and mailed audition tapes. Calls will be made to those that we choose to go onto the final round of callbacks. If you are not contacted by Friday, August 7, 2009 this means you did not make the final cut.

*Script:*

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THE MUSCULAR DYSTROPHY ASSOCIATION MAINTAINS 37  
A-L-S RESEARCH AND CLINICAL CARE CENTERS ACROSS  
THE COUNTRY – THREE RIGHT HERE IN SOUTHERN  
CALIFORNIA. M-D-A IS THE MAJOR PROVIDER OF  
SERVICES FOR PEOPLE WITH LOU GEHRIG'S DISEASE.

PLEASE HELP M-D-A CONTINUE THIS IMPORTANT  
RESEARCH. MAKE A PLEDGE NOW FOR AS MUCH AS YOU  
CAN AFFORD. IF YOU MAKE A DONATION USING YOUR  
AMERICAN EXPRESS CARD, AMERICAN EXPRESS WILL  
DONATE AN ADDITIONAL FIVE DOLLARS TO MDA. YOU CAN  
ALSO CHARGE YOUR PLEDGE ON VISA, DISCOVER OR  
MASTERCARD. CALL NOW.

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MDA and KCAL-9 thank you for auditioning today!