

From the CEO

Now the Fun Begins

As many of you know, BlogTalkRadio recently received its first round of private financing - a \$4.6 million infusion from a group of investors led by New England Patriots owner Robert Kraft and former hedge-fund manager Scott Sippelle.

Needless to say, I'm thrilled to have such distinguished partners onboard. They'll be helping us realize many of our dreams, which in turn will mean a better BTR for our hosts and listeners alike.

Specifically, we'll be enhancing the platform so that producing, promoting and tuning in are easier, faster and more efficient than ever. We'll also be adding state-of-the-art technology that will allow hosts to interact with their audiences like never before, while developing new on-air programs to draw more listeners to the site.

So stay tuned in the coming months for updates on these and other steps forward.

Until then, keep the terrific shows coming - because I want everyone along for what promises to be a fantastic ride.

Alan Levy
CEO and Founder

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What's Going On-Air?

What, Salman Rushdie Worry?



When **Salman Rushdie** stopped by the [South Asian Journalists Association Show](#) last month to chat about his new novel, *The Enchantress of Florence*, host **Sree Sreenivasan** was quick to inquire about the author's safety.

And why not? Upon publication of Salman's 1988 masterpiece, *The Satanic Verses*, he was denounced by Muslim leaders, which in turn touched off riots around the world, led to a bounty being placed on his head and forced him into hiding.

Two decades later, the furor is still smoldering - and was in fact fanned last year when **Queen Elizabeth** announced she'd be knighting Salman.

Still, Salman was cool as a cucumber sandwich during his BTR appearance:

SREE: A lot of folks are asking how you're doing in terms of your safety and security.

SALMAN: Oh, I'm fine, thank you.

SREE: And you're able to travel - the attention that came from the knighthood last year, did that make it worse or easier?

SALMAN: No, it made no difference. That was just a storm in a teacup. I'm in America now, but just a few days ago I was at Buckingham Palace being tapped on the shoulder by the queen, with her sword. So, all is well.

Chalk one up for the Sal-man!

New *Daily Mix* Delivers the Best of BTR

It's the show you've been waiting for: A fast and furious round-up of the most fascinating, outrageous, entertaining and newsworthy moments from BlogTalkRadios unmatched mix of social-radio programming.

Hosted by **Shaun Daily**, [The Daily Mix](#) airs Mondays at 11 p.m. ET. Since its June 30 launch, the show has brought you:

- Sin City* star **Rosario Dawson**'s bid to land a role in the next Star Trek flick;
- Robert Duvall**'s pick for the best Western of all time;
- American Idol* runner-up **Justin Guarini**'s Motown adios;
- A campaign to get **Gloria Gaynor** a Lifetime Achievement Award from the Grammy people; and
- Coolio**'s dream awards - that he's been denied for years.

In the coming weeks, Shaun vows to bring us even better highlights, so be sure to get your [free Mix subscription today!](#)

Golf Magazine Puts the Tee in BTR

Grab your clubs and toss on that gaudy sportswear because it's time to start swinging!

Golf.com, the official website of *Golf Magazine*, last week launched [Golf.com Radio](#) here on BlogTalkRadio. Presently airing shows Monday and Friday at 11:00 a.m. EST, the station highlights the latest PGA Tour news, while featuring tips and commentary from the magazine's expert editors and pro guests.

So be sure to tune in *be-fore* your golf buddies beat you to it - and beat the pants off you next time y'all hit the links.

Lights, Camera, Legislation!

Variety is the spice of BlogTalkRadio - literally.



On July 9, the entertainment trade's mag's managing editor, **Ted Johnson** (below center) launched [Wilshire & Washington](#), which explores the intersection of politics, entertainment and new media, from L.A. to the Beltway.

For even more spice, the weekly program also features opposing co-hosts: conservative blogger **Teresa Valdez Klein** (far right) and liberal blogger **Maegan Carberry** (far left). Inspired by Johnson's *Variety* blog of the same name, *Wilshire & Washington* airs Wednesdays at 10:30 a.m. ET.

"In an election year where candidates do skits on *Saturday Night Live* or take questions from talking snowmen during debates, there's no doubt that we've seen an unprecedented mix of politics, entertainment and new media," says Johnson.

Happy BTR-Day to You!

The week of June 23 marked the one-year anniversary of not one, but four BTR hosts.

Hard as is it to believe, [Fruit Salad's Rico](#) and [Pauly](#), [Dangerous Lee](#) and [Media Lizzy](#) all debuted on the network in June 2007. What isn't hard to believe is that listeners have since flocked to their incomparable wit, style and charm in droves.

Keep up the fabulous work, guys!

If you've got a one- or two-year BTR anniversary coming up, drop community manager [Deborah Ng](#) a line and she'll do her best to give you a shout-out on our daily blog.

BTR In the News

BTR's \$4.6 Million Infusion: News That's Fit to Break

What better news outlet than the *New York Times* to be first in informing the world that BlogTalk Radio had secured its first round of private financing.

On June 30, the paper of record reported that an investment group led by New England Patriots owner **Robert Kraft** had just invested \$4.6 million in the world's largest social-radio network.

"BlogTalkRadio has drawn attention of late by making it easy for the talkers to start talking with nothing more than a computer and a telephone," wrote tech reporter Brad Stone.

Brad also quoted BTR CEO **Alan Levy** as saying, "What blogs have done to newspapers and magazines, I think companies like BlogTalkRadio can do to talk radio."

Read the [full report here](#).

BTR Going 'Where No Blog Has Gone Before,' Lauds Fox Biz Channel

In yet another glowing endorsement of BlogTalkRadio's contribution to the social-media revolution, Fox Business Channel showcased CEO Alan Levy (right) June 20 on *Money for Breakfast*. While introducing Levy, anchor **Alexis Glick** gushed:

"One website is blogging where no blog has gone before. It's called BlogTalkRadio, where instead of writing you talk - and advertisers are flocking to it."



Watch the [full segment here](#).

Role Mommy Founder Says BTR a Must for Entrepreneurial Moms

Beth Feldman, former vice president of the CBS Communications Group who now runs the popular website RoleMommy.com, thinks BlogTalkRadio is indispensable for "mom-preneurs" like herself.

As testament to her belief in the network, Beth recently provided the McClatchy-Tribune news service with tips on helping moms find success in their entrepreneurial endeavors.

Tip No. 3 on that list? "Create a blog or try BlogTalkRadio (www.blogtalkradio.com) to gain publicity for whatever it is you want to advertise." Beth also puts her money where her mouth is - she's host of BTR's [Role Mommy on the Run](#).

Thanks for the tip, Beth. As you're well aware, McClatchy-Tribune distributes to 1,200 media outlets worldwide, so you've done untold moms a great service!

Read the full [newswire story here](#).

Nothing but (Cable) Net for BTR's Fran Harris

Hats off to **Dr. Fran Harris** for helping spread the word about web empowerment. As a guest on CNBC's *The Big Idea with Donny Deutsch* on June 18, the [Get Off Your Assets](#) host told Donny:

"I love the Internet because it levels the playing field. I know 12-year-olds who are making thousands of dollars online, so if a 12-year-old can do it, I can definitely do it."

But Fran - a former WNBA star who played for the Houston Comets before founding Fran Harris Enterprises, which develops media and entertainment properties - didn't stop there. Without missing a beat, she swished with this pitch:

"The Internet gives you the opportunity to have a global business 365 days a year. So if you've got information you want to get out, log on. You've got blogging, you've got everything you need to get that ultimate message out there."

Check out Fran's [interview here](#).

New to the BTR Family

Creative Director Named

Jim Renaud has joined BlogTalkRadio as creative director. In that capacity, he'll oversee all graphic-design functions, including those for the website and for external collateral materials.

A versatile graphic designer living in the Detroit area, Jim brings more than a decade of experience to the network. Formerly creative director with London-based market research powerhouse TNS, he has created online advertising campaigns for companies like ESPN and Orbitz, as well as online sweepstakes for clients including General Motors, Ford Motor Co., Nike and Hilton Hotels.

Welcome Jim to the BTR community, Jim!