

# Publicity

## Publicity tips for your BlogTalkRadio show

Publicity is a great marketing tool for every BlogTalkRadio host. You work hard for your show and you want listeners. By effectively publicizing your show, you increase the show's visibility and the chance of more listeners. This is even more important if you're participating in BlogTalkRadio's [RevShare program](#).

Here are a few tips to help you get started.

### Publicity = news

Publicity is about news. Any notable guest or hot topic covered by your show should only be sent to relevant news sources if it is worthy of being promoted. This will largely be determined by who or what your guest or topic is and what publication are you trying to reach. Please see our press release templates for special guest or topics to help promote your show. In addition to those, more information can be found at <http://www.samplepressrelease.info/>

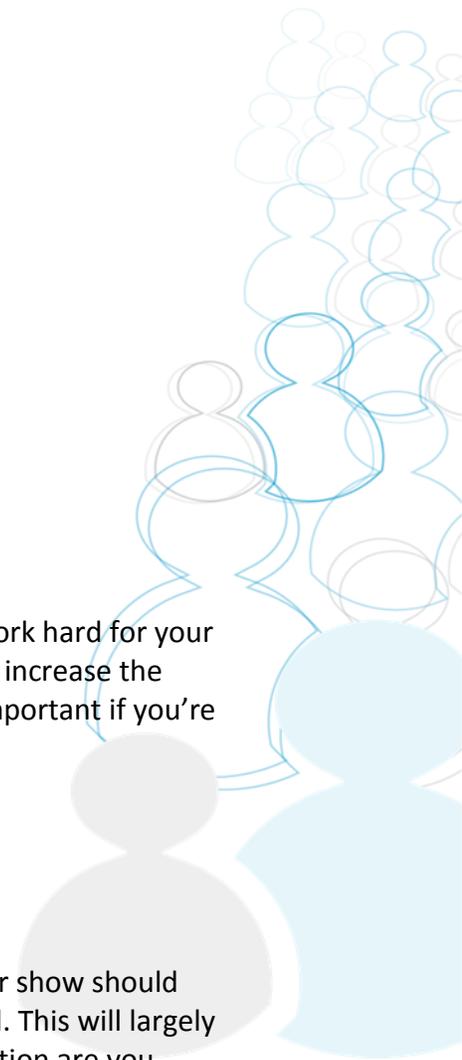
You can generate instant news with creative tie-ins to current news or causes.

- Worthy Causes
- Tie-in to current hot news or shows
- Tie-in to holidays
- Activist Initiative or grassroots campaign, see [Jericho example](#)

### A few warnings

When done well, a journalist or blogger will appreciate your news. Asking them to write about things they don't write about or sending them blatant advertisements for your show will do more harm than good.

- Be sure you have news and that your press release or email isn't just a request for them to listen to or write about your show.



- Make certain you are sending your release to appropriate journalists, bloggers or newspapers. Know your intended target.
- Keep them short and to the point.
- Respect the media. If reporters or bloggers are interested in your news, they will either write or get back to you. Following up once or twice is good, but don't turn into a media stalker!
- Don't give up. Just because they didn't write this time doesn't mean they won't next time. Try again when you have additional news, guests or hot topics.
- Always keep the audience in mind, write everything so that the reader will know what the benefit is for them – not for you. For example, write “Learn How to Get Things Done” instead of “Listen to My Show.”

### **The local papers**

Is your show local? Does it focus on community-related issues? Local politics? Is it tied into your local business? Your regional paper may be interested in doing a feature on you. Find the reporter who covers the topics on your show. Whether it's technology, community news, politics, you can usually find their contact information on the paper's website or in the writer's column. If that information is not available, call the paper and ask for the reporter's information or ask for the newsroom.

### **Publicity bloggers**

The best way to find bloggers interested in your subject is to do a few searches in Google Blog Search (<http://blogsearch.google.com>) and Technorati (<http://www.technorati.com>). Review the blog in detail and make sure it fits with your target audience. Bloggers love discussions, so feel free to contribute to that blog and build a relationship with the blogger. Look for the blogger's contact information and send them a brief email with these elements:

- Why you are contacting them
- What your BlogTalkRadio show is about
- Links to your host page, segment URL
- Ask them to check out your show and share it with their readers

### **Industry**

Your show topic or guest may have an industry-related magazine, newspaper or website. As with newspapers, find out who the appropriate staff writer or editor is and send them your story or news release as far in advance as possible.

## The news could be you

You may be unique in your industry or geographic area for hosting a live, interactive talk-radio program. BlogTalkRadio is a distinctive platform that enables everyone to become a citizen broadcaster. With this information you can become the news angle of the story. Contact the representative at your local paper who covers local news or technology and send them a note about BlogTalkRadio, you and your show. Here is some language you can use about BlogTalkRadio [*the stats change frequently, so please check back for the most recent information*].

BlogTalkRadio (<http://www.blogtalkradio.com>) is a social radio network. It's a free, web-based platform, which allows any user with a phone and a computer to host a live, interactive talk-radio style show. Hosts call into the service by phone, managing callers on the web-based host dashboard. Shows stream live directly from the host's BTR webpage and are archived and RSS enabled.

Launched in 2006, [BlogTalkRadio](#) is a social media platform that allows users to host live, interactive radio shows, with no downloads or extra equipment needed. BlogTalkRadio's unique technology and seamless integration with leading social networks enables individuals, corporations and organizations to create and share their original content, their voices and opinions in a public worldwide forum. Since the network's inception, thousands of hosts have broadcast more than 600,000 shows to the millions of listeners it attracts each month. Featured network guests include: President Barack Obama, Francis Ford Coppola, Maya Angelou, David Baldacci, and many more. Many businesses also utilize the platform as a tool to extend their brands and join the conversation on the social web. Notable corporate clients have included Ford Motor Company, PepsiCo, Allstate Insurance, Wal-Mart, U.S. Department of Defense, PBS and HarperCollins.

## The power of archives

BlogTalkRadio archives each and every show you produce. Use that to your advantage. Having live listeners is great, but if your special guest or topic was outstanding, don't forget to promote your past shows, too. Dropping a note to bloggers or websites with quotes from your show, juicy gossip or remarkable information will get your archive numbers up as well as let the world know about your show. They may start listening to and promoting your live shows next time.