

BlogTalkRadio is “Nuts” About Jericho

The Power of A Social Broadcasting Platform

The Headline: CBS cancels the TV drama, *Jericho*.



The “nuts”: [BlogTalkRadio](#) host Shaun Daily urges his listeners to send nuts to CBS execs and begins a grassroots campaign to renew *Jericho*.



Social Broadcasting

BlogTalkRadio is an interactive, media 2.0 platform that allows users to connect quickly and directly with their audience. Using an ordinary telephone and computer, (no software downloads or MP3 players required) hosts can create live call-in shows with unlimited participants that are instantly archived and made available as subscribable podcasts. The network has signed up more than 7,500 hosts including Mark Frauenfelder of the top-rated blog Boing Boing, the LAFD and Presidential candidates. Since its launch one year ago, the company has broadcast more than 17,000 episodes.

The Background

Daily’s guests the night of *Jericho*’s season finale included Executive Producer Carol Barbee and Co-Creator Joel Steinberg. After thousands of downloads, Daily hosted a [Jericho season review](#) show the next night where he urged listeners to send nuts as a reference to lead actor Skeet Ulrich’s line, “nuts” to a rival character on the show.



Daily’s rallying cry took hold on May 8th and continued until, as Forbes pointed out on May 24, [over 4,000 pounds of peanuts had been delivered to CBS headquarters as a grassroots protest over the cancellation of Jericho](#). [Copywriteinc.com](#) reported a few days later that over 40,000 pounds were eventually delivered by Nuts Online alone, a New Jersey based food distributor who set up their own [website page](#) in commemoration of the historic campaign.





The Result

Fans' efforts prevailed when Nina Tassler wrote the following letter to on June 6, announcing that seven more episodes of the popular drama would be created:

June 6, 2007

To the Fans of Jericho:

Wow!

Over the past few weeks you have put forth an impressive and probably unprecedented display of passion in support of a prime time television series. You got our attention; your emails and collective voice have been heard.

As a result, CBS has ordered seven episodes of "Jericho" for mid-season next year. In success, there is the potential for more. But, for there to be more "Jericho," we will need more viewers.

A loyal and passionate community has clearly formed around the show. But that community needs to grow. It needs to grow on the CBS Television Network, as well as on the many digital platforms where we make the show available.

We will count on you to rally around the show, to recruit new viewers with the same grass-roots energy, intensity and volume you have displayed in recent weeks.

At this time, I cannot tell you the specific date or time period that "Jericho" will return to our schedule. However, in the interim, we are working on several initiatives to help introduce the show to new audiences. This includes re-broadcasting "Jericho" on CBS this summer, streaming episodes and clips from these episodes across the CBS Audience Network (online), releasing the first season DVD on September 25 and continuing the story of Jericho in the digital world until the new episodes return. We will let you know specifics when we have them so you can pass them on.

On behalf of everyone at CBS, thank you for expressing your support of "Jericho" in such an extraordinary manner. Your protest was creative, sustained and very thoughtful and respectful in tone. You made a difference.

Sincerely,

Nina Tassler
President, CBS Entertainment

P.S. Please stop sending us nuts :-)

Media Transformed

The nuts are only part of the story, however. It's the speed and intensity of which Daily's campaign gained momentum online and caused CBS execs to change their minds about Jericho that represents a true paradigm shift in media. As Paul R. LaMonica from CNNMoney.com stated in his article, [The Nuts Save Jericho](#), "The fact that CBS blinked and is bringing back the show only three weeks after dumping it is yet another stunning sign of how the Internet can be used to organize grassroots campaigns." As Alan Levy, co-founder and CEO of BlogTalkRadio stated in the same article:

The Internet is transforming how TV will be produced. I have never seen anything like this. This could be a transforming event since it shows the ability for networks and producers to engage their audience.

Engage and monetize. Daily typically registers 10,000 listeners a show, a trend advertisers are beginning to notice. (Levy and crew plan to roll audio advertisements into shows in the near future and do a revenue share with hosts). And clients for BlogTalkRadio's white label service are also using traditional sponsor models to great success. Hosts endorse products live on shows sounding more like a consumer than a salesperson. And sponsors get to see return on investment increase over time as website visitors continue to download shows from archives.

But the real story here (as Levy points out) is how campaigns like Daily's demonstrate the effectiveness of traditional media and online platforms working together to create and support original content. Building a community around content has become as important as the content itself. The Blogtalkradio platform has enabled CBS and the creators and actors of the TV show Jericho to connect directly with their fans in a live interactive manner.



[Watch CBS's video](#) of BlogTalkRadio Host Shaun Daily with cast of *Jericho* on their first day back of shooting

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Read the Washington Post's article on BTR/Jericho, [Battle-Scarred 'Jericho' Marches On: A Testament To What Can Happen When Fans Go Nuts](#)

Links:

CNN Article, [The Nuts Save Jericho](#)
CBS Video of [Shaun Daily with Jericho Cast](#)
Forbes Article, [Over 4,000 Pound of Peanuts... Shaun Daily's "nuts" episode](#)
[BlogTalkRadio's White Label Service](#)

