

Growing a BlogTalkRadio Show

A Strategic Action Plan for Host / Executive Producer Barry Gordon

Created & Revised June through August 2008

STRATEGIC ACTION PLAN

- ESTABLISHING THE NEW, BTR SHOW
 - Set-Up Free Account with BTR
 - Get Questions Answered
 - Metrics?
 - In-stream / Live messaging (May audio ads be read or inserted into the show, as at 15-minute intervals)?
 - iTunes submissions of shows in BTR archives?
 - Automated message (vs. human screener) for callers on hold?
 - Days and hours shows are available? (I presume any time you want to do the show; it's not like terrestrial radio)
 - Time commitment?
 - Channels? Stations?
 - Etc.
 - Test System
 - Headgear
 - Switchboard, on-screen
 - Simultaneous callers
 - Music beds
 - Etc.
 - Set-Up Revenue Share Account with BTR
 - Get Show Listed in BTR Categories Etc.
 - Re-Do BarryTalk.com
 - New photo/logo/etc.
- Feature but segregate the guests, archives, etc. from the old, KCAA show
- Place membership sign-up form near top of page
- Place BTR widget prominently
- Allow space ("above the fold") for your own advertising, on your own site (OK with BTR)
- Barry's welcome message as homepage loads
 - Start with Smaller-Name Guests
- PROMOTING THE SHOW
 - Banners
 - Directed to ...
 - BTR (profile page, with links to live stream and podcast archives): limited number of ads
 - BarryTalk.com (with widget to BTR pages/streams): theoretically unlimited number of ads
 - Consideration

- Monthly fee paid by Barry for placement of banners on progressive Web sites (ex. TheCarpetbaggerReport.com and Prospect.org/cs/blogs and? TheYoungTurks.com or? BlogActive.com [Mike Rogers, previous guest]; re: Advertising Liberally (re: DailyKos)
- Avoid Ads from Google: More Expensive
- Banners exchanged, for free, with progressive Web sites, if possible
 - Guests (prior, current, and scheduled)
 - Blogs (Have bloggers as guests?)
 - Democratic clubs (See "Reaching Out," below)
 - Other progressive individuals and organizations nationwide
- Bulletins Sent, En Masse, to Social Networking "Friends"
 - MySpace
 - FaceBook
 - BlogTalkRadio
- E-Mail Blasts, to Our Existing List
- Bookmarking (Reddit, Digg, etc.)
 - Automatically offered to visitor in BTR site
 - Include AddThis.com widget in BarryTalk.com
- Submission of Podcast Feed and Shows to iTunes
 - Old KCAA shows
 - New BTR shows, if possible
- Barry's Blogging
 - Huffington Post?
 - MySpace?
 - DailyKos?
- Reaching Out, for Publicity (Ex. Speaking at Meetings)
 - Unions, national and local
 - Democratic clubs
 - Campaign supporters
 - Personal contacts
 - Et al.
- Cross-Promotion with *NewsRap*
 - On shows
 - In NewsRapArchives.com
 - With YouTube.com (to NewsRapArchives.com, with link to BarryTalk.com and/or BTR)
- Get Featured on BTR Homepage etc.
- MEASURING SUCCESS (DAILY, WEEKLY, MONTHLY, ETC.)
 - Metrics from BTR
 - Number of visitors to profile (where display ads will be sold)
 - Number of listeners to live stream (where audio ads will be sold)
 - Number of podcasts downloaded (where audio ads are replayed)
 - Metrics from BarryTalk.com
 - Page views / Unique visitors
 - Referrals to BTR
 - Downloads of old KCAA shows, from podcast archives
 - Metrics from NewsRapArchives.com
 - Referrals to BarryTalk.com and/or BTR
 - Gross & Net Income

- Potential Advertisers & Sponsors
 - National or regional (Internet audience)
 - Progressive campaigns, blogs, et al.
 - Advertising to our demographic: typically younger, more affluent, more female, more urban
 - See other progressive sites, in BTR and elsewhere
- BTR ads
 - 35% for Barry if BTR gets advertiser
 - 50% for Barry if he gets advertiser (BTR still sets prices and makes contracts)
 - Display ads on profile page
 - Pre-roll audio ads
 - Inserted audio ads, as at 15-min. intervals?
 - Ads read on show by Barry
 - Sponsorships
- BarryTalk.com Ads
 - Display ads
 - Ads from Google?
 - Sponsorships?
- Reinvested in growing the show