

Using BlogTalkRadio.com

What Is BlogTalkRadio.Com?

- Social radio network
- Allows users to connect quickly and directly
- Only need an ordinary telephone and computer to be a host
- Hosting can be FREE
- Hosts create live, call-in talk shows
- Unlimited participants per show
- Shows are automatically archived and available as podcasts
- No software download required

Usefulness of BlogTalkRadio.com in the HIV Field

- Create an HIV conversation for the public
- New message distribution strategy
- Ability to update the field weekly, monthly or quarterly (share and get the latest information)
- Tool for brainstorming and problem solving
- Possibility to increase message repetition, volunteers and funding
- Can hold public or private forums
- Utilize various social media channels

Benefits of the BlogTalkRadio Learning Center

(<http://www.blogtalkradio.com/FAQ.aspx>)

- Tutorials, tips and techniques
- “BlogTalkRadio 101”: Tutorials on listening, hosting and networking
- Forums on how to market a show, increase listeners and expand your show
- How to market a show using iTunes, MySpace, Twitter and Facebook
- Frequently Asked Questions and Live Help (Evenings/Nights)

Creating a Free BlogTalkRadio Account

- On the top right corner of the homepage (www.blogtalkradio.com), click ‘Register’.
- Fill out the required information. ‘Display name’ is the name that will show up on your BlogTalkRadio showpage.
- You will receive an e-mail to verify your e-mail address. Follow the link in the e-mail to complete the registration.
- Once your registration is complete, sign into your account.
- When signed in, you can access your account by clicking on ‘My BlogTalkRadio’ on the top right corner of any page, and clicking on the tab labeled ‘My Account’.
 - Under the ‘My BlogTalkRadio’ column, you can add and edit episodes, add and edit sound files, add and edit blog posts, see your switchboard and show page, and access host tools and FAQs.
 - Under the ‘My Account’ column, you can edit your account information, show page (including website and logo), and current show information.

Premium Host Packages

	FREE	Premium <i>\$39 month \$399 year</i>	Premium Plus <i>\$99 month \$999 year</i>
Create Own Show	√	√	√
Inclusion in Program Guide	√	√	√
iTunes One Click	√	√	√
Promotional Tools/Flash Player <i>Embed code to your site</i>	√	√	√
Click to Talk for Listeners <i>Headphones needed; select click to talk button from computer</i>	√	√	√
Click to Talk for Host <i>Host without telephone</i>		√	√
Upload Podcasts as Episodes <i>Pre-recorded Podcasts (without having scheduled an episode)</i>		√	√
Edit and Replace Episodes		√	√
Switchboard – Moderation <i>Callers in a private room for screening</i>		√	√
Switchboard – Outdial		√	√
Max Length of Show	up to 2 hours	up to 3 hours	up to 3 hours
Advertisements	audio, video & banner	audio, video & banner	banner only
Promotional Widget Impressions <i>Drive traffic to your show; banner; listeners can view show page, hear audio file or download promo</i>		2,500/month	5,000/month
Priority Support <i>9:00a-11:00p</i>			√

*Visit <http://www.blogtalkradio.com/premium.aspx> for the most updated price information.

