

Circle of Seven Productions
Presents
Radio Shows and Podcasts

Shows include:

Book Bridge: From Author to Reader. A specialty show for African American authors and readers that centers around a diversity in genre of AA books.

Canned Laughter and Coffee. Stand up comedian turned romance writer, Renee Bernard visits with friends and fellow authors for fun and laughter.

Book World News. Top industry leaders and cutting edge ideas in publishing.

Today's Author visits best selling and most interesting authors! A fast 15 minute visit and a live chat for engaging with the show!

Reader's Entertainment Radio brings back the old time radio serial feel with a quick interview with the author and then a sound scene from their book. Book audio bytes are brought to you by COS Productions Audio team or Brilliance Audio Bits.

Platform:



BlogTalkRadio Information

- Over 2.6 million listens each month
- More than 3.5 million monthly page views per month
- More than 650,000 unique visitors per month
- More than 40% of BlogTalkRadio users are new visitors
- Users spend an average of more than 20 minutes listening to a live show
- Users spend more than 6 minutes per visit on BlogTalkRadio
- Visitors view more than 6 pages per visit
- More than 10,000 live shows were produced in March 2008
- More than 70,000 original shows have been produced to date

BlogTalkRadio Demographic Breakdown:

- W18-24 = 182,000 persons or 7% of total audience
- W 25-34 = 338,000 persons or 13% of total audience
- W 35-54 = 572,000 persons or 22% of total audience
- M18-24 = 260,000 persons or 10% of total audience
- M 25-34 = 338,000 persons or 13% of total audience
- M 35-54 = 494,000 persons or 19% of total audience

Distribution:



In addition to the listeners you'll find with our platform – BlogTalkRadio we utilize RSS feeds and/or manually upload to dozens of podcast, social and reader sites.

Once the live radio show is over it is then turned into an audio podcast. The RSS feed is automatically sent out to several podcasting sites. Our distribution department will upload the podcasts to social media sites and specialty sites such as Preview the Book and Reader's Entertainment TV.

RSS feeds to individual shows are also available through our LibSyn site. LibSyn is a syndication site for podcasts. The podcasts also go out to iTunes, ODEO, blubrry, clickcaster and dozens of other podcast sites.

Guest Recommendations:

We want you to get the most out of your radio and podcast experience. So we have these recommendations to share with you to help you. You are not required to do anything if you prefer not to. We will let people know you're going to be on our show and we will distribute your podcast, but for those of you who would like to know what you can do to **get more** out of this opportunity, we supply the following information –

1. 2-4 weeks prior to the show, send out an announcement to your readers via email, forums or information posted to your blog or website. Be sure to include the URL of the show and the call in number.
2. Invite a colleague to call in! Many authors share blogs to help cross-promote. Now you can help each other cross-promote by having one of your author colleagues call in with a question. In turn, you can mention their book during the conversation. Don't worry about sharing the spotlight. Our staff is trained to keep the focus on you, while being respectful to anyone who calls in to participate.
3. Have a reader call in. You know you have fans. Ask one to call in and talk about their favorite book that you have written. Ask them to keep their conversation to under 3 minutes if possible. Having a fan call in and infuse your interview with enthusiasm is a terrific word-of-mouth review of your talent. Anyone listening to the show who might be thinking of picking up your book will be very interested to know what other readers think and this is a great way to encourage them to give your work a try.
4. If you're new or you don't want to ask a reader to call in, consider having an expert call in. You can ask someone who is an expert in your field or genre to call in and YOU can ask THEM a question that ties into your book. If your book is non-fiction or very well researched, having an expert call in to the show to validate your work is very powerful.
5. Let your readers know that a live chat room will be available during the show and that you can read the chats even after the show is over!

Be sure to let us know if you have someone calling in. We are happy to ask that person a question for you during the interview. And we would love to know in advance, when possible, so we are prepared. After the show, encourage people to share the podcast. They can go back to the URL that takes them to the show and either email the podcast or embed it. If you're having a video made, be sure to put the video on your site.