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BlogTalkRadio, Middleberg Reach Out To Bloggers

[Frank Washkuch](#)

NEW YORK: BlogTalkRadio, a service that allows consumers to create and host live talk shows over the Internet, launched a blogger outreach campaign June 25 after securing [\\$4.6 million](#) in financing during a search led by the Kraft Group.

BlogTalkRadio, aided by Middleberg Communications, targeted *The New York Times*' Bits [blog](#), and then bloggers who cover talk radio, podcasting, publishing, and technology, as well as general interest publications, according to Alan Levy, the platform's CEO and co-founder.

“[The outreach] was leveraging two things: for one, *The New York Times* piece, and the other was the funding news along with the concept of the platform and how it's empowering citizen journalists or broadcasters to express their views and opinions in a public worldwide forum,” Middleberg MD David Bray, said.

The funding aids the PR push as well as enables an expansion of the company's offerings and upgrades to its interface. Already the presidential candidates have appeared on shows, and corporations like Intel and Sun Microsystems maintain [channels](#) on the site, which has a target demographic of ages 20 to 54, split evenly between males and females, according to Levy. Four Middleberg employees are working on the account from the agency's New York office. BlogTalkRadio retained the firm as AOR last November in an undisclosed budget.