

Name: R. Craig Peterson  
Title/Beat: On-Air Host, Tech Talk with Craig Peterson

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Q: What's your background as a journalist? What media outlets do you work for?

A: I've been writing articles on various technology-related subjects for years. You can find a number of my articles at [www.eSecurityGuy.com](http://www.eSecurityGuy.com) I've been on ClearChannel radio for more than 3 years, with my own show since December, 2004.

Q: What types of stories are most likely to pique your interest? What kind of material should public relations people be on the lookout for?

A: Anything dealing with practical applications of technology. This includes new products or services and even some of the staples. I cover everything from RV's and BBQs through computers and NASA.

Q: What recent projects have given you the most satisfaction or are most reflective of your work?

A: I enjoy the review and comment on the news segment of my radio show. I also enjoy guests who are lucid and can talk about various aspects of their products/services.

Q: What industry publications, Web sites and services do you refer to?

A: [www.slashdot.net](http://www.slashdot.net), [www.google.com](http://www.google.com), news.yahoo.com, [www.cnet.com](http://www.cnet.com), USA Today, Popular Science/Electronics, Wall Street Journal, etc.

Q: What do you like/dislike about dealing with PR people? Any tips you'd like to give them?

A: A company who has hired a PR firm is likely to be interested in spreading the word about their technology. I've found PR firms to be very helpful.

Biggest tip: If you've got a client who's interested in being a radio guest, make sure they can talk off the cuff. It also helps if they can speak English and be readily understood over the phone.

Q: How and when do you prefer to be contacted?

A: Usually, the best way to contact the show is via [producer@tech-talk-with-craig-peterson.com](mailto:producer@tech-talk-with-craig-peterson.com)

Q: What's the best way to send news releases to you? Mail, e-mail or fax?

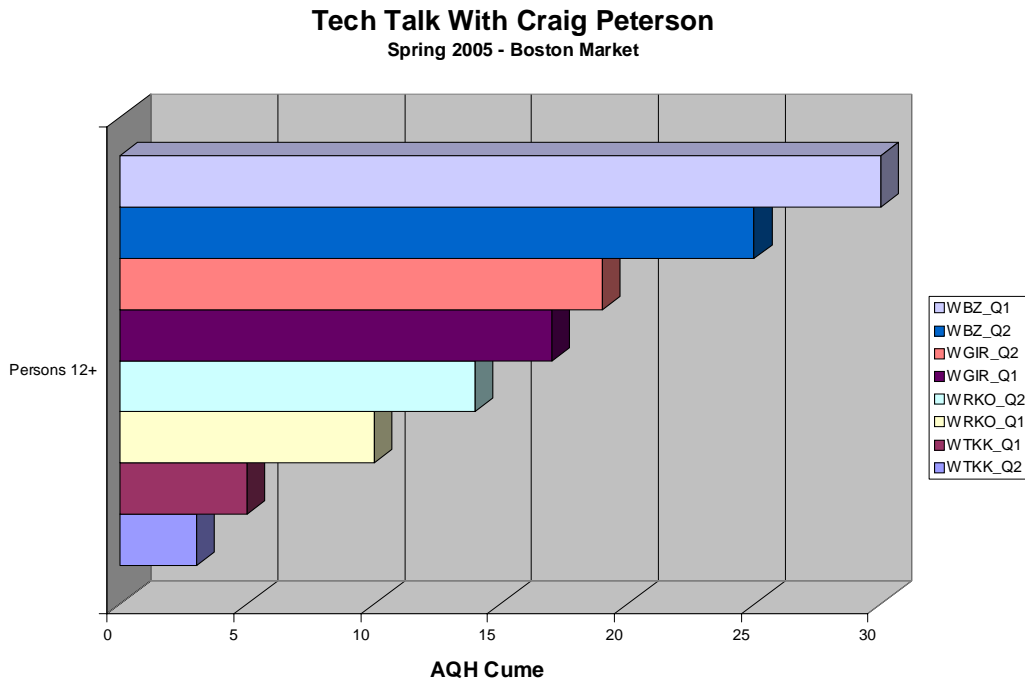
A: e-mail

Q: Do you accept photos/graphics/artwork? If so, how do you want to receive them? Any specific formatting requirements?

A: Absolutely we like photos/graphics/artwork, upon our request. Don't clog up the email box, unless we ask!

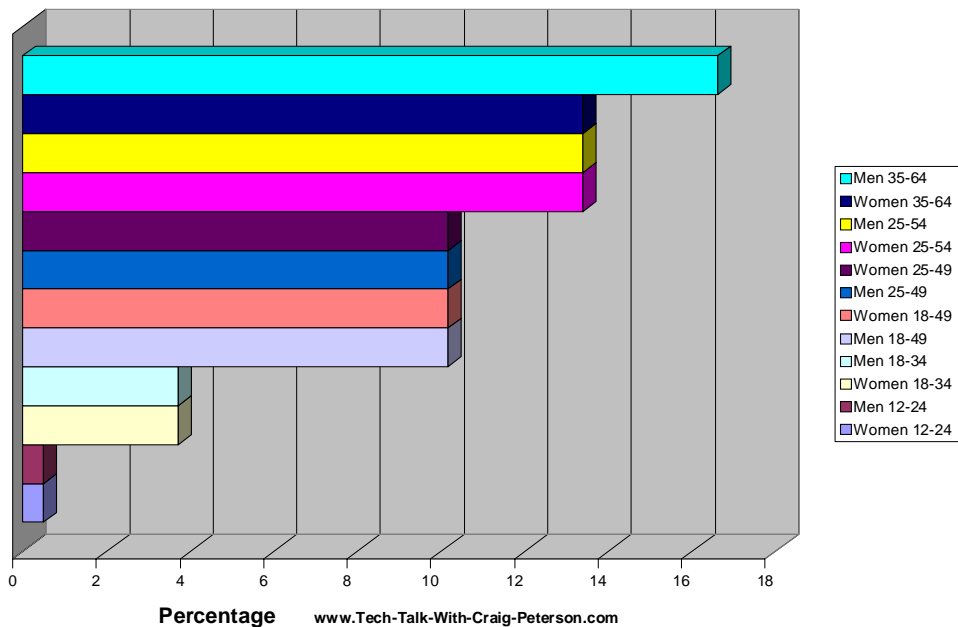
Other info:

The show is growing substantially. We're now on 6 stations in the Boston market, and are the Number One talk radio show during our flagship's airing time of 6 to 9am Saturday mornings – beating all other talk radio stations in the Boston market! WBZ is a news radio station, and their Cume share is down Q1 to Q2 as is WTKK's share. Tech Talk With Craig Peterson's is up!



Our primary market is men and women age 25 to 54:

### Tech Talk With Craig Peterson % Listeners by Sex and Age



We are currently starting syndication of the show and expect to be on dozens of stations by the beginning of next year.

I'm the host, Maureen Egan is my side-kick and Karen is the Executive Producer.

#### Tips for PR Firms:

- I often cut up interesting interviews and create 1 or 2 minute features out of them. These features are aired hundreds of times on multiple stations.
- Our listeners appreciate give-aways and so do I. If you have a product or service that can be given away to listeners let us know!
- We can usually make mp3s of show appearances available to the applicable PR firm who represents the guest.
- If you have a guest on our show, and provide us a 200 to 500 word description of their product/service and a web URL, we will post both on our site.