

# Incorporating audio to enhance your storytelling

Using Google Voice  
and [ipadio.com](http://ipadio.com)

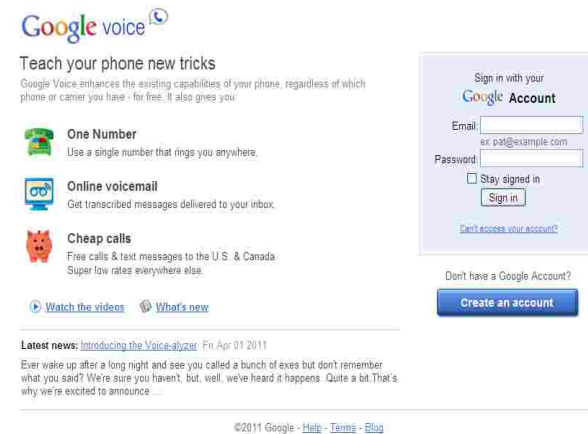
# Google Voice

Google Voice can be used to record two-minute audio clips in MP3 file format.

## Examples

\*Email a source in a feature story and ask them to call your Google Voice number and answer five to 10 questions as a sidebar to your story online.

\*Use it to collect readers' thoughts on a topic of interest.



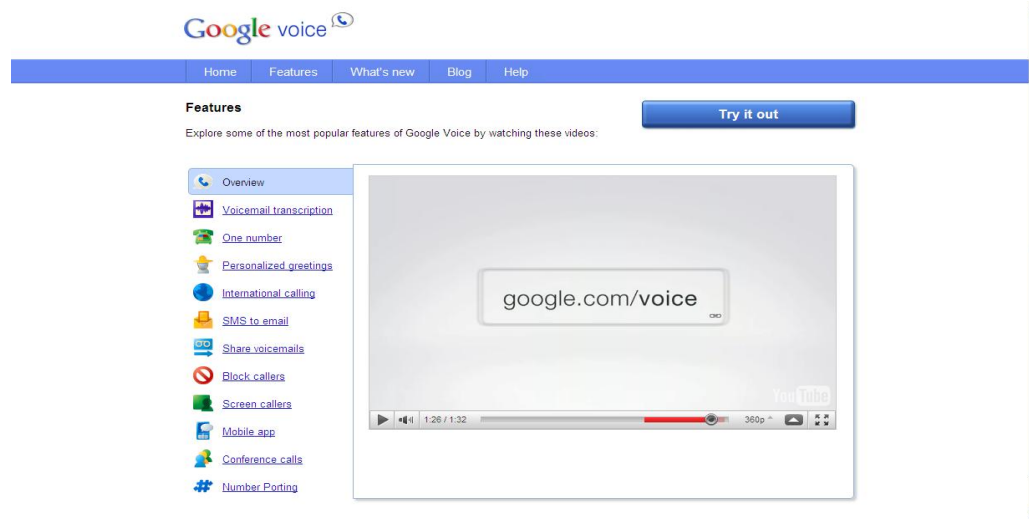
The screenshot shows the Google Voice website interface. At the top left is the "Google voice" logo. Below it, the text reads "Teach your phone new tricks" followed by a sub-header "Google Voice enhances the existing capabilities of your phone, regardless of which phone or carrier you have - for free. It also gives you:". Below this are three feature cards: "One Number" (Use a single number that rings you anywhere), "Online voicemail" (Get transcribed messages delivered to your inbox), and "Cheap calls" (Free calls & text messages to the U.S. & Canada. Super low rates everywhere else). To the right is a sign-in box titled "Sign in with your Google Account" with fields for "Email" (example: pat@example.com) and "Password", a "Sign in" button, and a "Stay signed in" checkbox. Below the sign-in box is a "Create an account" button. At the bottom, there are links for "Watch the videos" and "What's new", a "Latest news" section with a link to "Introducing the Voice-analyzer" dated Fri Apr 01 2011, and a copyright notice "©2011 Google - Help - Terms - Blog".

# It's easy to get started and it's useful

If you don't have a Gmail yet, set up an account.

For more in-depth info, visit [http://www.mediabistro.com/10000words/get-local-phone-number-google-voice\\_b3274](http://www.mediabistro.com/10000words/get-local-phone-number-google-voice_b3274)

To set up your Google Voice account, visit <http://www.google.com/googlevoice/about.html> to view videos on how to get started.



\*You can get a voicemail transcript, which is pretty poor quality and not useful.

\*Transfer all of your other phone numbers (home and office) to your Google Voice number, offering better accessibility.

\*Have voice messages sent via text to your cell phone (poor quality texts).

\*Share voicemail.

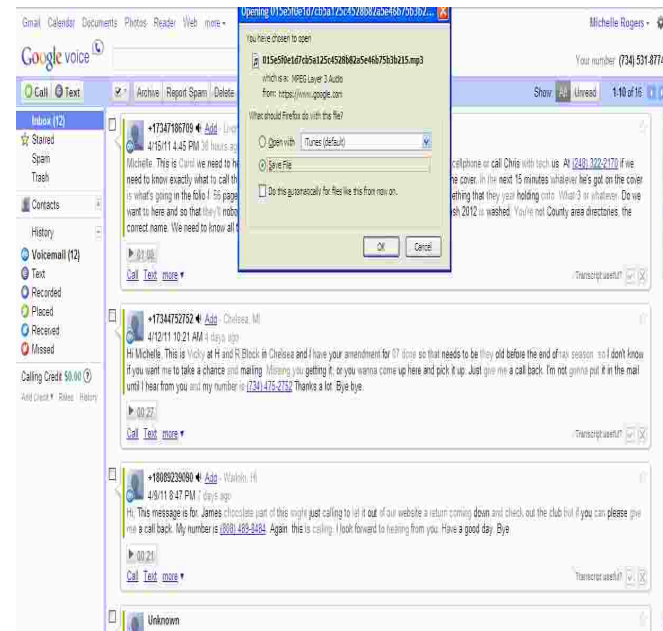
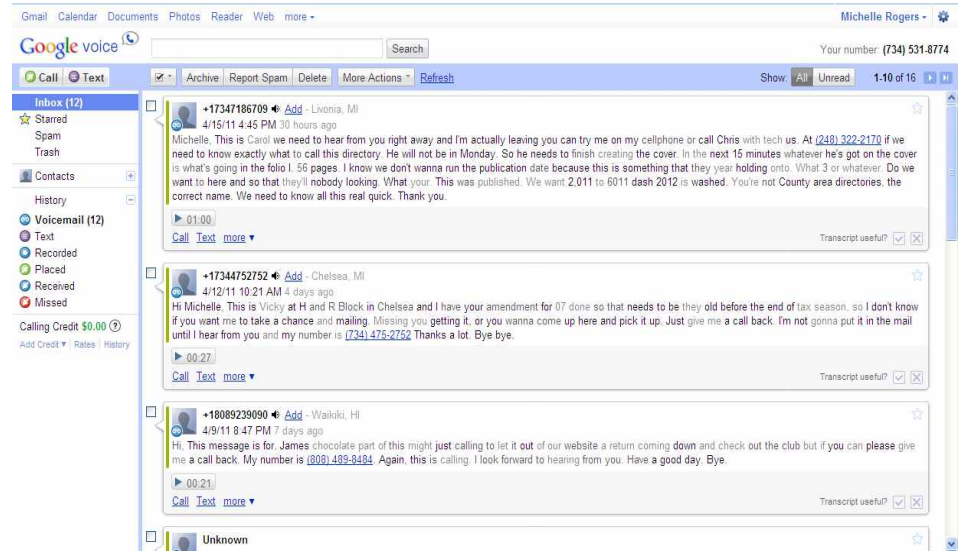
\*Screen calls.

\*Conference call.

\*Download voicemail as MP3 files (most useful).

This (top right) is what your Google Voice box will look like. As you can see, the transcripts aren't very good.

For journalistic purposes, use Google Voice to generate MP3 files (at right). Go under "More" under the length of the voicemail and then select "Download" and save the MP3 file to your desktop.



# Adding audio to your story

Using the TownNews site to upload web content, upload your story and then add the MP3 file under "Media," just as you would add a photograph.



The screenshot shows the 'Edit Media' section of the TownNews website. At the top, there are navigation tabs: 'New Article', 'Edit Article', 'Edit Media' (which is active), 'Related Links', and 'Custom Tags'. Below the tabs, the heading 'Edit media:' is displayed. Underneath, there is a button labeled 'Update Priorities'. A horizontal line separates this from the 'Add a media item to this article:' section. In this section, there is a 'Media:' label followed by a 'Browse...' button and an 'or' separator, and then a 'Select an Uploaded File' dropdown menu. Below that is a 'Cutline:' label followed by a large empty text input box. At the bottom of this section is an 'Upload Photo' button.



# You have now enhanced your storytelling by adding audio

Incorporate a photo to enhance visuals.

The screenshot shows a news article on a website. The article title is "Podcast: Rod Hill portrays Milan author and inventor Arleigh Squires" and it was published on Sunday, November 28, 2010. The article text describes a tour of Marble Park Cemetery where Rod Hill portrayed Arleigh Squires. A photo shows a man in a dark jacket and hat, likely Rod Hill, standing in a cemetery. The page includes social media sharing options (Twitter, Digg, Recommend, share) and a "See Full Story" button. Below the article is a "Reader Comments" section. To the right of the article are several advertisements: "FYI washtenaw.com GET CONNECTED FIND A LOCAL BUSINESS", "EDUCATE YOUR AMBITION Be the voice CONCORDIA UNIVERSITY Ann Arbor, Michigan", and "COME SEE US AT OUR Open Houses THE CEDARS Tuesdays & Sundays Noon - 3 pm Enjoy complimentary refreshments 734-433-1210".

# The website ipadio.com allows you to record your interview via a 3-way call

Start by setting up your own account/phonecast channel at [www.ipadio.com](http://www.ipadio.com).

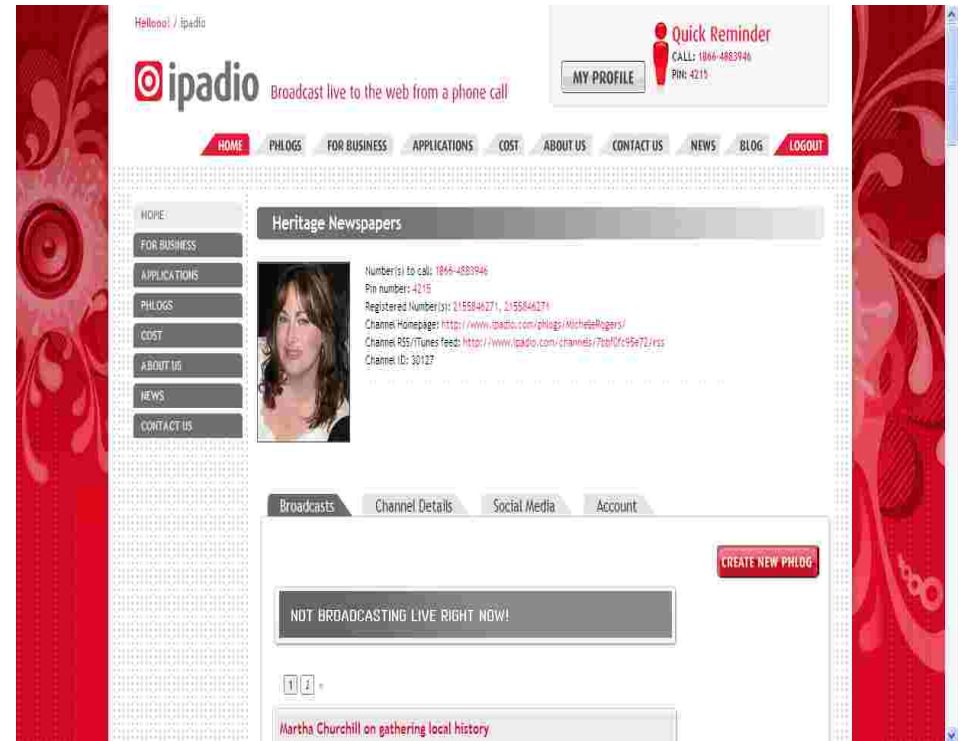


Visit <http://blog.ipadio.com/category/tutorials/> for a tutorial



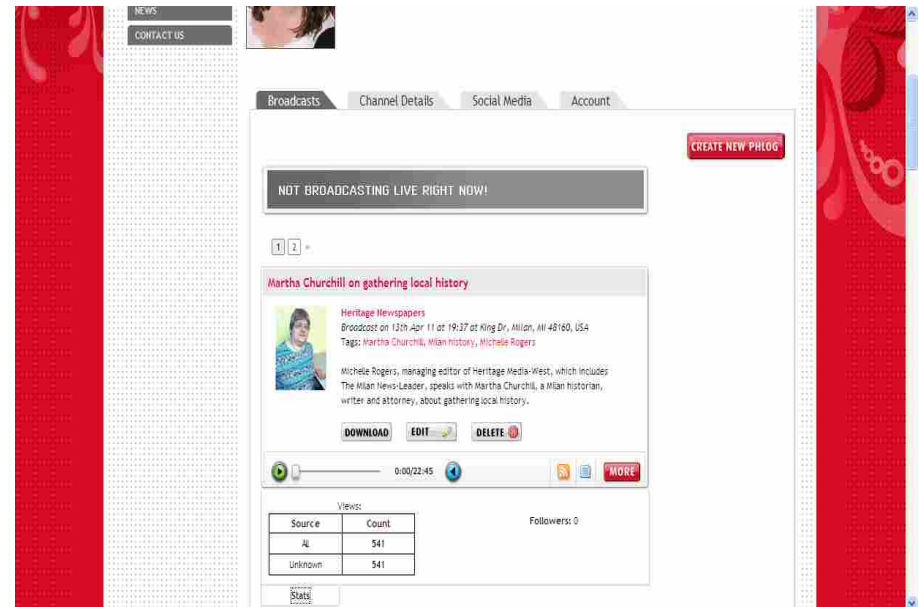
# Using ipadio is simple

It's best on a smartphone, such as an iPhone or Blackberry and there is an app for your phone, so you can also record and publish in-person interviews. But you can use ipadio on any phone system that allows for conference calling. You will be assigned a PIN number and a web address for your phlog/phonecasts. Upload your photo or newspaper's logo to personalize it.



# Your audio is immediately uploaded to your phlog

Since your audio is automatically uploaded, make sure to edit the text right away, as it doesn't translate your voice very well, and upload your subject's photo, if you have one. Also add the ZIP code where your phonecast is originating.



The screenshot displays a web interface for a phlog. At the top, there are navigation tabs for 'Broadcasts', 'Channel Details', 'Social Media', and 'Account'. A 'CREATE NEW PHLOG' button is visible in the top right. A central banner reads 'NOT BROADCASTING LIVE RIGHT NOW!'. Below this, a broadcast entry is shown with the title 'Martha Churchill on gathering local history'. The entry includes a small profile picture of a woman, the text 'Heritage Newspapers Broadcast on 12th Apr 11 at 19:37 at King Dr, Milan, MI 48160, USA', and tags 'Martha Churchill, Milan history, Michele Rogers'. A description follows: 'Michele Rogers, managing editor of Heritage Media-West, which includes The Milan News-Leader, speaks with Martha Churchill, a Milan historian, writer and attorney, about gathering local history.' Below the text are 'DOWNLOAD', 'EDIT', and 'DELETE' buttons. A progress bar shows '0:00/22:45'. At the bottom, there is a 'Views' table and a 'Followers: 0' indicator.

Source	Count
All	541
Unknown	541

# Generating an embed code

To generate an embed code, click on the icon next to the link icon. Cut it and you can paste it into your story on TownNews using the source button, like you would for a video.



The screenshot displays the ipadio website interface. At the top, the ipadio logo is visible with the tagline "Broadcast live to the web from a phone call". Navigation links include HOME, PHLOGS, FOR BUSINESS, APPLICATIONS, COST, ABOUT US, CONTACT US, NEWS, BLOG, and LOGIN. A sidebar on the left lists categories like HOME, FOR BUSINESS, APPLICATIONS, PHLOGS, COST, ABOUT US, NEWS, and CONTACT US. The main content area features a red header for "Martha Churchill on gathering local history" with a search bar and "FOLLOW THIS CHANNEL" button. Below this, there are buttons for "BACK TO LISTING" and "MORE FROM THIS CHANNEL". The article content includes a photo of Martha Churchill, a timestamp of "12th Apr 11 at 19:37", and a description: "Western Region's Heritage Newspapers Michelle Rogers, managing editor of Heritage Media-West, which includes The Milan News-Leader, speaks with Martha Churchill, a Milan historian, writer and attorney, about gathering local history." A short URL is provided: "http://ipadio.ZTV". A "TAG CLOUD" on the right lists various words like "hello", "everyone", "brother", "tango", "lo", "espinazo", "del", "diablo", "buenas", "tardes", "latin", "australia", "crescent", "cables", "postcode", "podcast", "parents", "doors", "london", "hola", "little", "bit", "mom", "el", "espinazo", "del", "diablo", "dad", "pod", "cast", "guillermo", "del", "toro".

# It will look like this

The screenshot shows a news article page with a navigation bar at the top containing links for Home, News, Sports, Opinion, Entertainment, Obits, Life, Blogs, Video, Jobs, Real Estate, Cars, Classifieds, and Marketplace. The article title is "Podcast: Millie North shares her memories of growing up in Colwyn, Pa., in the 1930s" under the "Life" category. It is published on Wednesday, April 13, 2011. Below the title is a social media sharing bar with icons for Tweet, Digg, and share, along with a date "April 2011". The main text begins with "Millie North of Saline, a member of the Saline Personal Histories Writers Group, shares her memories of growing up in Colwyn, Pa., in the 1930s, how much the community has changed and how she will hold onto her memories, rather than spill them by returning." To the right of the text is a photo of Millie North, an elderly woman with short white hair, wearing a dark jacket over a red top, sitting at a table. Below the photo is a "View and purchase photos" link. On the left side of the article is an iPadio player for a podcast titled "Heritage Newspapers: Millie North remembering Colwyn, Pa." dated 13/04/2011 15:01:15, by Michelle Rogers, managing editor of Heritage Media-West. The player shows a progress bar at 0:00/11:00. Below the player is a "See Full Story" button. At the bottom left is a "Reader Comments" section with a "View reader comments (0)" link and a "Comment on this story" button. On the right side of the page are three advertisements: 1. "FYI washtenaw.com GET CONNECTED FIND A LOCAL BUSINESS" with a search bar and "GO" button. 2. "TANEXASTIC INSTANT TAN Centers" with "4 Locations Across Washtenaw County Area" and a logo for "THE CLUB". 3. "2011 Chevrolet Cruze" with a photo of a red car and the text "In Stock NOW at ... Chelsea Chevrolet".

Make sure to include some text explaining what the audio is about and your subject's photo.

# You can view stats

You can view statistics on how many listens your audio is getting and what domains listeners are being referred from. This particular audio generated more than 1,000 listens because I shared it with a sister publication, The Delco Times, the area of which my subjects speaks of in her interview.



The screenshot shows a Mozilla Firefox browser window displaying a podcast player interface. The browser's address bar shows the URL <http://www.ipadio.com/channels/broadcasts>. The page title is "Phonecast live to the web from any phone, anywhere | ipadio | Talk to your World - Mozilla Firefox".

The main content area features a podcast player for "Millie North remembering Colwyn, Pa.". The player includes a title, a small image, and a description: "Heritage Newspapers Broadcast on 13th Apr 11 at 15:01 at 8000-8084 Dell Rd, Saline, MI 48176, USA Tags: Wise North, Pennsylvania, Michigan". Below the description are buttons for "DOWNLOAD", "EDIT", and "DELETE". A progress bar shows the audio is at 0:07/11:00.

Below the player is a "Views:" section with a table showing the source of listeners and their count. The table has two columns: "Source" and "Count".

Source	Count
All	1191
Unknown	1137
<a href="http://delcotimes.com/articles/2011/04/13/news/00c4a85e712d49c">http://delcotimes.com/articles/2011/04/13/news/00c4a85e712d49c</a>	25
<a href="http://delcotimes.com/articles/2011/04/13/news/00c4a85e712d49c">http://delcotimes.com/articles/2011/04/13/news/00c4a85e712d49c</a>	1
<a href="http://heritage.cc/articles/2011/04/13/slate/00c4a85e712d49c">http://heritage.cc/articles/2011/04/13/slate/00c4a85e712d49c</a>	1
<a href="http://paper.li/a22presoflevents/administrator/family-paper-li">http://paper.li/a22presoflevents/administrator/family-paper-li</a>	1

Below the table, it says "Followers: 0".