



P R E S S R E L E A S E

February 15, 2007

Pubradio goes blip

Boston, MA: Public Radio's first independently produced entertainment series conceived and produced for audio and video platforms takes off today. *Spices of Life*, a project developed by Boston-based [SchardtMEDIA](http://www.schardtmedia.org) with Nina Simonds/Culinaria, Ltd and vlog pace-setter [Steve Garfield](http://www.stevegarfield.com), pairs innovative food/health/ lifestyle radio segments with video-blogs. The Public Radio Exchange ([PRX](http://www.prx.org)) and [blip.tv](http://www.blip.tv) serve as distribution platforms for radio stations and video consumers, respectively. The pilot episodes commemorate the festival of Chinese New Year, and introduce other aspects of culture and food. The segments are also available as downloadable podcasts in video and audio format via the [spicesoflife.com](http://www.spicesoflife.com) vlog and iTunes.

Public radio stations picking up the launch episode of *Spices of Life* have the option to broadcast it as a short feature as part of a newsmagazine, or customize brand *Spices of Life* videos for the home pages of their websites.

The program host and co-producer Nina Simonds, brings a record of innovation to the project. Simonds is one of the country's foremost authorities on Asian cooking. Most recently, she has been a pioneer in combining delicious, easy food with well-being. "For me to be working in multiple electronic platforms is fun and exhilarating," says Simonds. "The opportunity to find like-minded people who love to be entertained and informed is incredibly satisfying."

"It's exciting to work with Nina in this new environment where "being unmanageable" is an asset" said the *Spices* vlogger and new media guru, Steve Garfield. Garfield, a pioneer in the rapidly evolving vlog world, cites the expansion of vlogging as, "a chance for more and more people – many for the first time -- to find a means of personal expression. It's powerful stuff."

In the last year, media observers agree that video blogging has taken off. Pairing this new and relatively untested media platform with public radio 29 million listeners is an innovative experiment.

"We're all trying to figure out what's going to stick," said Sue Schardt, a public radio veteran strategist and producer who is Executive Producer for the pilot features. "*Spices of Life* opens a new door for public radio station program makers and independent producers who are looking to take their valuable franchise into the vibrant, fast-moving space. How much or how quickly they step through remains to be seen."

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Links:

<http://www.spicesoflife.com>
<http://www.schardtmedia.org>
<http://www.stevegarfield.com>

Additional information:

Bios

Nina Simonds is an award-winning author and one of the foremost authorities on Asian cooking.. She's authored ten books on Chinese cuisine and culture, including the best-selling "*A Spoonful of Ginger*," and "*Spices of Life*" both of which won the IACP Julia Child Book Award and the James Beard Foundation Kitchen Aid Book Award for health. Her children's book, "Moonbeams, Dumplings and Dragon Boats: Chinese Folktales and Activities for Children," won a "Parent's Choice" award and a Chapman Award for Best Classroom Read-Aloud. Her writing is featured in many publications, including, Oprah Magazine, Gourmet Magazine and the New York Times, LA Times, and Bon Appetit. Simonds has appeared on television programs throughout the United States including the Today Show and Martha Stewart Living. She has been a regular guest on various programs on the Television Food Network since its inception in 1993. Her radio appearances include NPR's "The Diane Rehm Show," "Morning Edition," and "Fresh Air".

Read more about Nina Simonds's books here www.spicesoflife.com> .

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Sue Schardt is a respected radio veteran and award winning producer with extensive experience in public, commercial, community and international broadcasting. Since founding SchardtMEDIA Strategies in 1998, she has worked with radio networks and dozens of stations and independent producers throughout the US and overseas to produce programming, build infrastructure, and devise and implement strategy. Her extensive work with international broadcasters is aimed at broadening Americans' understanding of the world beyond their borders. In April 2006, Koahnic Broadcast Corporation tapped SchardtMEDIA to help design and launch Native Voice One, a new Native American radio network. From 1997 through 2002, she worked on behalf of London-based World Radio Network to develop and implement NPR's first overnight information service, World Radio Network from NPR. Her 2006 benchmark study of public radio programming, "Opportunities for Innovation, Mapping Public Radio's Independent Landscape" encourages producers and stations to embrace experimentation and offers strategies for traditional program makers to navigate the changing media landscape.

Read more about Sue Schardt and SchardtMEDIA <<http://www.SchardtMEDIA.org>>

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Steve Garfield is a video blogger based in Boston, Massachusetts. Garfield is one of the Internet's first video bloggers having launched his own regular video blog on January 1, 2004. Garfield likes to capture and share fleeting moments and teach others how to do the same. This led to his becoming co-creator of the first vloggercon, and a co-organizer of the first PodCamp held in Boston. He currently runs the Boston Media Makers.

Steve Garfield's Video Blog features "The Carol & Steve Show" and "Vlog Soup." On February 3, 2005, Garfield posted what is believed to be the first video blog from a United States elected politician, Boston City Councilor John Tobin.

Garfield is currently a regular contributor to Rocketboom and a co-host of the New Mediocracy podcast. Visit Steve on the web at SteveGarfield.com <<http://stevegarfield.com>>